

Job Description Questionnaire

The purpose of the Job Description Questionnaire (JDQ) is to provide the information necessary to evaluate jobs for salary placement, classify jobs for various legal requirements, and to compile appropriate job descriptions.

Please read this JDQ carefully before answering any of the questions and then complete it as accurately, completely, and briefly as possible. While it is not necessary to describe each duty in great detail, it is important to provide sufficient information so the job can be accurately evaluated and classified. Keep in mind that *the purpose of the JDQ is to collect information about the job and is not designed to evaluate employee performance.*

Consider the typical responsibilities of the job; even those that might only occur cyclically (e.g. annually, quarterly, etc.). The responses should be based on duties and responsibilities that are part of the job under typical conditions, not special projects or temporary assignments. Further, unless specifically directed by management, describe the job as it is today, not as you believe it should be or what it might be in the future.

SECTION 1		DEMOGRAPHIC INFORMATION	
Employee Name	Jonathan Matte	Employer Name	City of West Allis, Wisconsin
Job Title	Director of Communications	Work Location	West Allis City Hall
Department	Communications	Division	
Full-Time / Part-Time	Full-Time	Part-Time (Hrs per Wk)	
Supervisor Name	Rebecca Grill	Supervisor Title	City Administrator

SECTION 2

DESCRIPTION OF ESSENTIAL DUTIES & RESPONSIBILITIES

Identify the essential duties / responsibilities of your job, which should be the most important aspects of the job. This section is focused on WHAT is done rather than HOW it is done. Use wording that will provide as clear an understanding as possible for someone not familiar with your work. Avoid terminology or acronyms that are not widely known outside of your line of work. Please list those duties that you feel are most important at the top of the list, and list the estimated percentage of the total annual time that each item takes. *(Remember, as a rule-of-thumb, that 10% equates to roughly 200 hours of a work year.)* To the extent possible, try to identify those duties and responsibilities that account for as close to 100% of your work time as possible. While catch-all categories are acceptable (e.g. misc. duties, other duties as assigned, etc.), those sections will likely NOT be evaluated.

Frequency Codes: Daily [D] / Weekly [W] / Bi-Weekly [B] / Monthly [M] / Quarterly [Q] / Annually [A] / As Needed [N]

Primary Duties	Frequency	% of Annual Total Time
Facilitating, developing and executing the internal and external communications strategy for the City of West Allis, Wisconsin (COWA) in support of the organization's mission, culture, processes and strategic initiatives. The Director of Communications (DoC) plays a pivotal role in helping COWA enhance its communications aptitude, tools and engagement with internal and external constituencies.	D	10
The DoC strengthens the conversation between leadership and employees, and successfully moves the organization through change. The DoC ensures that internal communications inform, educate, motivate and engage staff.	D	10
The DoC oversees communications strategy for external stakeholders including businesses, residents, community, academic and healthcare partners, and ensures that external communications inform, educate, motivate and engage external stakeholders	D	10
Manages the planning and implementation of communications and marketing programs promoting the vision, goals, activities, and image of City government to citizens, neighborhoods, business community and community leaders, which reflects executive leadership vision and collectively links to an overarching communications plan in alignment with City Council goals and City mission, strategies and culture.	D	10
Proactive and reactive media relations, strategic communications, internal communications, web and social media strategy, crisis communications, video production, government access TV channel management, graphic design and brand standards.	D	10
Ensures internal and external communications are written for engagement and aligned with organizational goals and executive and external messages, and that appropriate communication channels are leveraged to disseminate messages effectively.	D	6
Manages communication projects and initiatives effectively, ensuring consistency in voice and message, branding and priorities and utilizing a variety of channels in order to achieve communication objectives/results.	D	5
Supervises and coordinates activities of staff; plans and organizes workloads and staff assignments. Conducts performance evaluations and initiates and implements disciplinary actions as warranted. Resolves grievances and	D	5

other personnel matters. Provides training and motivation as necessary.		
Writes and edits key internal and external communication materials, using a style that is engaging, concise, accurate and appropriate in tone for the organization/audience. Develops messages appropriate for a wide variety of subjects and audiences.	D	6
<u>External:</u> Develop and implement a strategic plan and lead external communications strategies for major projects at COWA identifying key messages, target audiences, varied external communications vehicles, events, timeframes and spokespersons. Provide oversight for external communications through the news media (newspapers, radio and TV stations, magazines, etc.), community engagement (presentations, speaking opportunities, sponsorships, etc.), social media (Twitter, Facebook, YouTube, etc.), video production, website, print/graphic design and branding.	D	10
<u>Internal:</u> Responsible for building an effective strategic internal/employee experience and communications program that grows internal passion for COWA, supports COWA's overall brand, goals and objectives, and strengthens COWA's corporate culture; Works to develop new and innovative approaches for communicating throughout COWA including the intranet, social media and other creative communication channels as well as new communication vehicles to enhance transparency of information to all employees.	D	10
Develop and manage the Communication's budget; Prepare cost analyses and research ways to reduce costs; Monitor financial reports; develop and submit necessary budgetary information; administer budget; Prepare detailed financial and statistical reports, long-range planning documents, and other reports or documents as needed.	W	2
May oversee the departmental purchasing function, including the coordination of purchasing requests, working with the Purchasing Department as needed to prepare specifications and obtain bids for equipment, services, and supply needs, and when required, obtain approval from Common Council. Prepare cost benefit analysis and capital accounts for in-cycle and out of cycle replacements.	D	2
Provides mentorship, guidance and technical training for all personnel within the Communications Department. Recruits, selects and hires personnel to enhance the productivity of the department. Oversee and review quality of projects and core deliverables; The DoC provides visionary leadership and Communications governance, strategic direction, and manages the activities, staff, resources and facilities of the Communications department to ensure that innovative technology and "best in class" services are delivered to City departments and residents; Develops short and long range operating plans, including budgets, programs and services, personnel, material resources and space; Provides guidance and leadership to staff, including training, evaluations, professional development and related personnel matters; Develops and implements a comprehensive internship program.	D	2
Create Department Executive Summary; Annual Communications Plan and Initiatives; Strategic Communications Plan and Committee; Produce monthly website usage reports; Present monthly social media analytics and metrics; Create social media user group; Survey, track and assess citizen opinions on City services	D	2

and programs; Staff Resource on Citizen Committees; Survey employees and internal service delivery.

SECTION 3 **TOOLS AND TECHNOLOGY**

Identify any software, technology, equipment or machinery utilized on a regular basis in order to perform the functions of the job:

Must be proficient in computer applications used by the City, including Microsoft Office Suite. Experience/knowledge in desktop publishing (i.e. Adobe Creative Suite - InDesign, Photoshop, Illustrator, etc. and other related software programs) is a plus. Experience with photography and videography, including editing, is strongly desired. Proficiency in Associated Press style; must be willing to pass a written test and/or produce writing samples. Knowledge and experience of contact management system software; Working knowledge of HTML; Working knowledge and experience of social media such as, but not limited to, Facebook, Twitter, Instagram, LinkedIn and other platforms; Strong computer/Internet skills;

SECTION 4 **JUDGMENTS / DECISION-MAKING**

Identify at least five of the most typical judgments/decisions that you make in performing your job as well as the solutions to these problems. Please also describe the resource, input or guidance others provide in arriving at your decision and who reviews, if anyone.

Typical Problems/Challenges	Possible Solution(s) to Problem/Challenge	Resources Available and/or Used	Job Title of Who Reviews
In partnership with the Mayor and City Administrator, identify and prepare for critical or controversial issues that have the potential for negative media coverage or alienation of key external constituencies.	Varies	Consult with staff and executive leadership	Mayor and City Administrator
Advise and counsel COWA staff members or administrative leaders on sensitive issues and provide media training.	Varies	Consult with staff and executive leadership	Mayor and City Administrator
Implements plans to ensure that internal messaging is appropriate, consistent and inspiring to employees;	Varies	Consult with staff and executive leadership	Mayor and City Administrator
Closely monitors the pulse of the organization and ensures that communication efforts are building trust	Varies	Consult with staff and executive leadership	Mayor and City Administrator

throughout COWA			
Develops feedback mechanisms and work to continuously improve the effectiveness of COWA's internal communication processes and products.	Varies	Consult with staff and executive leadership	Mayor and City Administrator
Ensures internal and external communications are written for engagement and aligned with organizational goals and executive and external messages, and that appropriate communication channels are leveraged to disseminate messages effectively.	Varies	Consult with staff and executive leadership	Mayor and City Administrator

SECTION 5	WORKING RELATIONSHIPS / INTERACTIONS / CONTACTS
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Please identify your typical work relationships with other persons inside or outside of your own organization.

Title of Individuals With Whom You Typically Interact	Describe the Interaction	Why Was It Necessary?
Common Council, Mayor, City Administrator, Department/Division Heads, Communications Staff, External Partners	Develop strong relationships, build trust and establish clear lines of communication with department heads, elected officials and external partners; Collaborate to improve lines of communication and advance COWA goals, objectives and priorities.	Department reports as needed, collaboration and guidance, resource and process improvement, proactive approach to foster efficient, transparent and effective public communication
WAMM School District Officials, Downtown West Allis BID, WAWM Chamber of Commerce, WAWM Community Improvement Foundation, Neighboring Municipalities, Area Business Leaders, CVMIC, Neighborhood Associations	Work together to develop collaborative goals and objectives to improve efficiency and communication community-wide	On-going repoire for collaboration, communication, improve efficiency, ensure cross-communication and coordination, advance common interests, promotion; programs and services promoted by external agencies may pertain to City's overarching mission and vision of transparency and collaboration. Foster a greater sense of community.
City Social Media Editors	identify social media initiatives, full-fill objectives, training, adhering to City social media policy, and provides a single point of contact	Department reports as needed, collaboration and guidance, resource and process improvement, proactive approach to foster efficient, transparent and effective public

		communication
City Web Content Liaisons	ensure the correctness and timeliness of the information that a particular department is providing through the Web, provides a single point of contact, training and adhering to website standards	Department reports as needed, collaboration and guidance, resource and process improvement, proactive approach to foster efficient, transparent and effective public communication
City Communications Liaisons	partnering with departments to ensure dissemination of information both internal and external adhering to City style/branding guidelines and City goals and objectives	Department reports as needed, collaboration and guidance, resource and process improvement, proactive approach to foster efficient, transparent and effective public communication

SECTION 6	SUPERVISION / MANAGEMENT
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Please indicate the type of responsibility you have as it pertains to leading others.

Area of Action / Responsibility	Yes	No	Provides Input
Screen / Interview Applicants	X		
Hire / Promote Employees	X		
Provide Written/Verbal Warnings	X		
Suspend Employees	X		
Terminate Employees	X		
Prepare Work Schedules For Others	X		
Project Management	X		
Provide Work Direction For Others	X		
Evaluate Performance Of Others	X		
Counsel Employees	X		
Train Employees (As Part Of The Normal Duties Of The Job)	X		
Approve Overtime	X		
Approve Time Off Request For Others	X		
Develop / Implement Policies	X		
Do you <u>directly</u> supervise any employees? <i>If yes, please list the number of FTEs and job titles of those employees below:</i>	X		

Job Title	# of FTEs
Communications Specialist	1
Video Production Specialist III (Senior Video Producer)	1
Lead Print Shop Technician (Print and Digital Media Designer)	1
Print Shop Technician (Communications Associate)	1 (30 hrs/wk)
Graphic Design Intern	1 (20 hrs/wk)

SECTION 7 WORK ENVIRONMENT / PHYSICAL REQUIREMENTS

Please indicate the amount of time typically spent in the following categories.

Physical Requirements	[Place an "X" in the appropriate cells]			
	N/A	Rarely	Occasionally	Frequently
Carrying/Lifting 10 - 40 Pounds			X	
Carrying/Lifting > 40 Pounds		X		
Sitting				X
Standing / Walking / Climbing				X
Squatting/Crouching/Kneeling/Bending			X	
Pushing / Pulling / Reaching Above Shoulder			X	
Work Environment	N/A	Rarely	Occasionally	Frequently
Indoor/Office Work Environment				X
Noise >85dB (e.g. mower, heavy traffic, milling machine, etc.)		X		
Extreme Hot/Cold Temperatures (>90 degrees / <40 degrees)		X		
Outdoor Weather Conditions			X	
Hazardous Fumes or Odors / Toxic Chemicals	X			
Confined Spaces (as identified by OSHA)	X			
Close Proximity to Moving Machinery / Equipment		X		
Bodily Fluids / Communicable Diseases	X			
Working Alongside Moving Traffic on Roads	X			

Electrical Hazards	X			
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SECTION 8	ADDITIONAL EMPLOYEE COMMENTS
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Please identify any other information that would help someone else understand your job more clearly:

Strategic critical thinker. Excellent interpersonal communications skills, including professional manner and deportment, in all interactions with community, staff and administration. Ability to transform complex strategies into engaging and inspiring messaging. Exceptional project management skills and proven ability to juggle multiple projects with successful outcomes. Proven ability to work comfortably with executive and senior leadership as a trusted colleague and advisor. Proven work ethic, initiative and ability to lead autonomously. Proven oversight of complex and multi-level programs, projects, initiatives and collaborative efforts. Expertly manages department budget. Proven ability to work with sensitive and confidential information. Anticipates critical issues and develops proactive approaches to manage these issues. Ability to champion the department’s work in a political environment; Excellent team management skills, with proven ability and desire to coach employees and develop staff through training, stretch assignments and constructive feedback, and with proven ability to delegate responsibility and establish accountability. Proven track record in both individual execution and in leading teams in execution. Excellent customer service focus: team-oriented individual with a high level of interpersonal skills, positive personality and the ability to relate to all internal and external stakeholders in a productive and professional manner. Excellent oral and written communications skills; able to communicate to inspire, persuade or inform and to promote and advocate on behalf of the institution. Creative, with the ability to see the big picture and facilitate change. Ability to be accessible by cell phone and/or to report to the worksite outside of regular office hours, including but not limited to, nights, weekends, holidays, etc. Regularly monitor and post items on social media outside of regular office hours.

TO BE COMPLETED BY THE EMPLOYEE'S SUPERVISOR

SECTION 9 **SUPERVISOR INFORMATION**

Supervisor Name	Rebecca Grill	Supervisor Title	City Administrator
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SECTION 10 **EDUCATION REQUIRED FOR HIRE**

	Level of Education (Select one with an "X")	Field(s) of Study
	Less than High School Education	n/a
	High School Education (or Equivalent)	
	One Year Certificate (or Equivalent)	
	Associate's Degree (or Equivalent)	
X	Bachelor's Degree	Communications, Journalism, Public Relations, Marketing or other related field
	Master's Degree	
	Professional Degree (Law, Medicine, etc.)	
	PhD w/ Dissertation	
	Other:	

Provide Any Additional Information Regarding the Required Education (e.g. preferred vs. required, specific coursework, etc.):

SECTION 11 **TOTAL EXPERIENCE REQUIRED UPON HIRE**

[Place an "X" in the appropriate cells]

No Experience	< 2 yr.	2 to 3 yrs.	4 to 5 yrs.	6 to 7 yrs.	8 to 9 yrs.	10 to 11 yrs.	≥ 12 yrs.
						X	

Describe Specific Experience Required for Hiring (e.g. 5 total years of customer service experience 2 of which were in a supervisory capacity):

Minimum of 5 years of increasingly responsible experience in Communications, Journalism, Public Relations, Marketing, Social Media or other related

experience performing duties related to this position, including two years of supervisory experience.
 Experience with graphic design, public sector, strategic internal communications, and organizational staff development, preferred.
 Experience in the political environment with highly sensitive matters, preferred.
 Experience in television, radio broadcast or news media experience preferred.

SECTION 12 **CERTIFICATION / LICENSURE / TRAINING TO PERFORM JOB**

List Required Certification/Licensure/Training	How Attained/Provided	Required Upon Hire?	May Obtain After Hire?
CVMIC Certificate in Management and Supervision	Sessions provided through CVMIC		X
FEMA Certified Public Information Officer	FEMA online training		X

Describe any current practices as it relates to licensure or certification (e.g. extra pay for certification, employer payment for obtaining or renewing, etc.):

SECTION 13 **SUPERVISOR’S COMMENTS / CORRECTIONS / ADDITIONS**

In lieu of altering an employee’s JDQ, please provide any corrections, clarifications, or additional information in the space provided below.

JDQ Section	Comment / Clarification / Addition
2	Establishing and sustaining a positive work environment that enhances staff development, learning, and high performance.
2	Gathers and analyzes feedback through surveys, focus groups, and other data-gathering techniques. Uses feedback to suggest and develop appropriate and effective communication plans
2	Oversee media relations for City Departments; review and produce news releases, talking points, newsletters, presentations, and information distribution; maintain personal contact with key media people; serve as point of contact for all media inquiries and requests
2	Develop and implement a benchmarking and measurement program to quantify the effectiveness of the communication program and key initiatives, as well as the COWA brand and consumer perceptions
2	Assist in the preparation, response and participate in Emergency Management Operations for the COWA.

