

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	VACANT	Employer Name	City of West Allis, Wisconsin
Job Title	Communications Specialist	Work Location	West Allis City Hall
Department	Communications	Division	
Full-Time / Part-Time	Full-Time	Part-Time (Hrs per Wk)	
Supervisor Name	Jonathan Matte	Supervisor Title	Director of Communications

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
Serve as a primary writer and assistant to the Director of Communications in the administration, development and execution of a comprehensive communications strategy and plan for the City of West Allis	D	10
Generate ideas, write, manage, research, coordinate and distribute informational articles, campaigns and electronically generated City publications for distribution including the community's official magazine, website and social media	D	20
Writes blogs, feature articles, website and other print content, as well as creates literature, written collateral, brochures, videos, advertising and other campaign materials	D	10
Serve as the social media content administrator and spearheads tactics to ensure the growth of social communities and the effective dissemination of City messages through social media channels. Serve as in-house social media expert and provides online reporting/metrics for initiatives. Determines best social media channels to use and analyzes effectiveness. Implements change to improve business results. Stays abreast of social media trends, best practices and technologies	D	20
Works collaboratively with other staff to gather, develop and deploy content for internal/external communications. General writing assignments may include writing and editing of video scripts, articles, blog posts, PowerPoint presentations, brochures, etc.	D	5
Assists with all city communications activities including external and special events; Attends public engagements and assists with coordination and photo opportunities; respond to media inquiries	W	5
Creates and maintains web content based on input from content owners. Works with owners to ensure message accuracy; edits content from providers; develops, locates and selects appropriate multimedia content (e.g., images, animations, music and video) and formats for web use.	D	5
Assists with public information during citywide emergencies and incidents; Responds to city emergencies, weather events, incidents and performs duties, as required	N	5
Coordinate and publicize City-related event and program marketing and communications.	D	5
Write and distribute press releases promoting City news, events and information in a timely manner.	N	5

Serve in a supportive capacity to Director of Communications and as a secondary point of contact for the department.	D	5
Work with the Graphic Designer on printed publications and online content to ensure a positive and consistent brand.	D	5

SECTION 3	TOOLS AND TECHNOLOGY
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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
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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
Stays abreast of social media trends, best practices and technologies.	Varies	Consult with staff and leadership	Director of Communications
Writes and edits content for city's websites, intranet, social media and email using engaging style and tone appropriate for city's various audience	Varies	Consult with staff and leadership	Director of Communications
Monitors city's website for acceptable performance and user accessibility. Seeks feedback for website improvements and enhancements;	Varies	Consult with staff and leadership	Director of Communications
Building effective working relationships with departments and their staffs to effectuate desired changes	Varies	Consult with staff and leadership	Director of Communications

Improving cohesion and teamwork; employing tact and negotiation skills	Varies	Consult with staff and leadership	Director of Communications
Researching and assisting in identifying new communications tools, building community engagement, inspiring employee advocacy for city social media channels	Varies	Consult with staff and leadership	Director of Communications

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, Department Heads, , General City 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
Dept. 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
Dept. 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
Dept. 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
WAWM School District, Downtown West Allis BID, WAWM Chamber of Commerce, WA Community Improvement Foundation, Neighboring Municipalities,	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

Area Businesses, Neighborhood Associations	community.
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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	X
Provide Written/Verbal Warnings		X	X
Suspend Employees		X	X
Terminate Employees		X	X
Prepare Work Schedules For Others		X	X
Project Management	X		
Provide Work Direction For Others	X		
Evaluate Performance Of Others		X	X
Counsel Employees		X	
Train Employees (As Part Of The Normal Duties Of The Job)	X		X
Approve Overtime		X	X
Approve Time Off Request For Others		X	X
Develop / Implement Policies		X	X
Do you directly 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		

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			

SECTION 8

ADDITIONAL EMPLOYEE COMMENTS

Please identify any other information that would help someone else understand your job more clearly:

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.

Ideal candidate will be a strategic thinker with intellectual curiosity and a firm commitment to innovation and continuous process improvement within a City Government structure; a self-starter with the ability to take initiative and manage multiple priorities.

TO BE COMPLETED BY THE EMPLOYEE'S SUPERVISOR

SECTION 9 **SUPERVISOR INFORMATION**

Supervisor Name	Jonathan Matte	Supervisor Title	Director of Communications
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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, Social Media, 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):

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SECTION 12	CERTIFICATION / LICENSURE / TRAINING TO PERFORM JOB
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List Required Certification/Licensure/Training	How Attained/Provided	Required Upon Hire?	May Obtain After Hire?
Social Media Certification	On-Demand Training/Provided		X
Adobe Certification	On-Line Exams/Provided		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.):

Extra pay for certification, employer payment for obtaining or renewing

SECTION 13	SUPERVISOR'S COMMENTS / CORRECTIONS / ADDITIONS
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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	Works with internal clients to develop communication goals, identify appropriate audiences, develop messages, and recommend appropriate communication tools and venues to accomplish goals. Research, develop, write and implement strategic communication and marketing plans and recommend effective use of marketing communications budget.
2	Copywrites and edits internal and external correspondence including news releases, listservs, marketing copy, talking points, speeches, external and internal web content, letters, communication plans and presentations for a broad range of audiences including elected officials, general public and internal staff. Updates external and internal website.
2	Manages media relations as assigned working with various media outlets such as newspapers, radio and television stations to generate positive and accurate media coverage, monitor online and print media, write, edit and distribute news releases. Manage incoming media inquiries and proactively pitch news stories.
2	Engages in creating a positive and professional image by writing or selecting favorable material and releasing it through various communication media.
2	Work with Director of Communications to develop comprehensive social media strategy for the various departments.
2	Assist communications director in organization and executive communication tasks
8	Knowledge of city procedures, services and policies.
8	Ability to write in a variety of formats, including AP Style.

8	• Basic understanding of HTML. • Basic familiarity with design principles. • Ability to take video footage. • Ability to produce and/or edit video.

