



Rebecca Grill
City Administrator
City Administration Office
414.302.8294
rgrill@westalliswi.gov

MEMORANDUM

TO: Administration & Finance Committee

FROM: Rebecca Grill, City Administrator *RG*

RE: Department Request to Fill New Part-Time Position

DATE: March 6, 2018

Attached is Jon Matte's request to fill a new part-time position of Tourism and Event Coordinator in the Communications Department.

According to our continuing procedure, these requests are formally referred to the Administration & Finance Committee for consideration through its normal Council/Committee referral process.

If you have any questions concerning this request, please contact me.

RG:jfw
cc: Mayor
HR Dept.
Jon Matte

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Jonathan Matte
Director
Department of Communications
414.302.8352
jmatte@westalliswi.gov

MEMORANDUM

To: Rebecca Grill, City Administrator

From: Jonathan Matte, Director of Communications

Re: Request to Fill New Position

Date: February 28, 2017

The Communications Department respectfully requests permission to fill a new part-time position (30-35 hrs./wk.) in the Department in the role of Tourism and Event Coordinator. This position is a 2018 Budget Initiative between the Communications Department and the Tourism Commission. Funding for this position is provided by Special Revenue and the Hotel and Motel Room Tax.

I am available to answer any questions regarding this request.

Jonathan Matte
Director of Communications



Request to Fill Position

Submit this form, a memorandum and current position description to the City Administrator for review and submittal to the Administration and Finance Committee. To ensure adequate time for review, submit the Friday prior to the Council Agenda Deadline day.

Department/Division: Communications Position Title: Tourism & Event Coordinator
 Reason for Request: New Position OR Replacement to Staff - Date of Vacancy: ____/____/20____
 Person Replaced: _____
 Position Status: Full-time Part-time AND Regular Temporary Provisional Special Other
 If other than Full-time or Regular, indicate work schedule (hours per week, days to be worked, etc.) and anticipated duration of employment: _____
 Funding Source: Operating Grant Other: Special Revenue / Hotel Tax
 Anticipated Date for Filling Position: 5 / 01 / 20 18

Is the position required for fiduciary, legal or compliance requirements? No Yes, describe:

Why is it necessary that this position be filled? What operational needs does this position fulfill?

This position will help fulfill Strategic Goal #1, Image/Brand/Destination, and Goal #3, Citizen Engagement, to increase tourism, citizen engagement and make the City a destination for visitors, residents and businesses. The position will carry out day-to-day activities in accordance with the Tourism Commission and the Communications Department.

What will be the impacts on service functions to the public if the position is not filled?

Delays, inefficiencies and ineffectiveness in carrying out City event management in planning, communicating and executing special events and other meetings, conferences and initiatives that promote and/or impact our organization and citizenry.

What will be the impacts on service to city staff if the position is not filled?

Delays, inefficiencies and ineffectiveness supporting City Departments in planning, communicating and executing special events and other meetings, conferences and initiatives that promote and/or impact our organization and citizenry.

What reorganization possibilities have been considered, such as elimination of the position or combining duties with other existing positions? (If none, provide rationale.)

This is a unique position devoted to enhancing the quality of life for our citizens, improving the visitor experience in West Allis and increasing employee engagement. This position will streamline City event management and reduce workload for existing clerical staff.

How has this vacancy/need been covered so far?

This is a new position presented with the 2018 Budget.

How many other similar positions exist in this department? None

Requestor Information

Please Print: Jonathan Matte Director Communications
 Name Title Department
 Signature/Date: *Jonathan Matte* 02 / 28 / 2018

Attached: Memorandum Current Position Description

CLASS TITLE: Tourism & Event Coordinator

DEPARTMENT: Communications

CLASSIFICATION and SALARY GRADE: Non-Exempt – Classified Service, Grade G

DEFINITION: Under general supervision, an employee in this classification performs work of moderate difficulty in coordinating the planning, operational logistics and execution for citywide special events and festivals, targeting both visitors and the local community. This position requires the ability and willingness to work outside of regular business hours including evenings, weekends, holidays, and sometimes long and odd hours when events/celebrations require such.

EXAMPLES OF DUTIES: Develops, plans and implements special events and other meetings, conferences, and initiatives to attract visitors and engage residents and employees in the City of West Allis; oversees all aspects of event management, such as venue coordination, logistics, operational concerns, audio and visual needs, participant and vendor requirements, stakeholder communications, and procures marketing collateral; coordinates social media messaging and website updates with City's Communications Specialist; assists Tourism Commission and Communications Department in the development of their annual events calendar, advertising strategies and communication materials to support the City's overall marketing mission; provides staff support for various committees and commissions, including but not limited to, coordination of meetings, recording minutes at meetings, and creating notices, agendas, and financial reports; demonstrates knowledge of various City event facility locations, attributes, application of fees, restrictions, and other pertinent information; prepares purchasing paperwork for expenditures while operating within an established budget; interfaces with impacted departments to ensure timely coordination of all facets of events; interacts professionally, courteously, and accurately with a high volume of internal and external customers via in person, phone and email, with a high level of patience, professionalism, and organization; works in conjunction with stakeholders to ensure donors, sponsors, vendors and guests are provided appropriate information for each event; collaborates with Creative Services in the preparation of event nametags, materials, gift bags, registration lists, seating cards, etc.; maintains database of vendors and event contacts; recruits and schedules performers, participants, vendors, and sponsors for City events; process purchase orders and approve payments; conducts research, makes site visits and finds resources to assist City staff in decisions regarding future events; establishes, tracks and reports on event success metrics; assists with managing on-site production and clean-up for events as necessary; coordinates promotion of City events with Communications Department and Tourism Commissions; determines staffing needs and work schedules for staff and volunteers necessary to implement events; collaborates with stakeholders and graphic designers to brand upcoming events; oversees volunteer coordination of events and provides applicable orientations and training; attends events to serve as the primary point of contact for attendees and vendors, including outside of normal business hours such as evenings, weekends, and holidays; coordinates employee appreciation celebrations and staff team-building events for City employees; ensures event compliance within established laws and ordinances; recommends changes in procedures and processes to improve efficiency; supports initiatives such as strategic planning, LEAN and innovation; maintains prompt, predictable, and regular physical attendance; provides truthful and accurate written and verbal communications; maintains the ability to competently and credibly testify in court; maintains ability to lawfully operate designated motor vehicles at all times that related driving duties are performed; maintains the ability to travel throughout and enter all different properties in the jurisdiction; completes special projects as directed; performs other duties as assigned.

QUALIFICATIONS: A Tourism & Event Coordinator must be accessible by phone and/or to report to the worksite outside of regular office hours, including but not limited to, nights, weekends, holidays, etc. to support the City's programs and services. This position requires emotional intelligence, work ethic, accountability, and initiative to effectively perform the duties.

Education, Training and Experience:

Bachelor's Degree in Marketing, Public Relations, Hospitality, or related field.

Two (2) years of recent paid work experience in event coordination.

Competent in the use of modern office equipment; advanced proficiency in computer applications including but not limited to, Windows and Microsoft Office Suite (Word, Outlook, Calendaring, PowerPoint and Excel) and Adobe PDF Pro; experience with template-based CMS systems (WordPress, CivicPlus, etc.) and HTE and Legistar

desirable.

Knowledge, Skills, and Abilities:

Knowledge of operational characteristics, services, and activities of municipal government functions; some knowledge of laws, ordinances, rules and regulations affecting the City, including public discourse laws; good skill in listening; solid work ethic, integrity, emotional intelligence, accountability and initiative; ability to exercise sound judgment and made sound decisions; ability to manage multiple priorities; skill in composing letters and other written communications, preparing reports and establishing and maintaining records and files; ability to understand and effectively carry out verbal and written instructions; considerable skill in communicating clearly and concisely, verbally and in writing; ability to exercise sound judgement and professional methods to provide expertise, advice, and assistance to internal and external customers; ability to act with political awareness and tact; ability to promptly respond to requests and inquiries from the general public, other governmental entities, internal staff, and businesses; possess good organizational and project management skills; knowledge of computer applications and mobile devices such as an iPad; ability to quickly learn software systems and databases; ability to establish and maintain effective working relationships with a diverse population of people with varied academic, cultural and socio-economic backgrounds using tact, diplomacy and courtesy including, but not limited to, supervisors, coworkers, city elected and appointed officials, and the public, and deliver service excellence; ability to foster an environment that embraces trust and respect; demonstrated ability to promote innovation, operational excellence and continuous improvement.

Physical Job Demands:

Possess the physical capacity to perform the duties of the position including, but not limited to, frequent standing, walking, sitting and climbing; occasional lifting/carrying up to 40 pounds; ability to focus for long periods of time while working on projects; and the ability to occasionally squat, crouch, kneel, bend, push, pull, reach above the shoulder, etc.

Reference Chart

Continuous	67 – 100% of workday
Frequent	34 – 66% of workday
Occasionally	1 - 33% of workday

Depending upon the location of work, a person in this position may be subject to variable and unfavorable weather and working conditions including, but not limited to, noise, temperature variations and extremes, etc.

This description has been prepared to assist in defining job responsibilities, physical demands, and skills needed. It is not intended as a complete list of job duties, responsibilities, and/or essential functions. This description is not intended to limit or modify the right of any supervisor to assign, direct, and control the work of employees under supervision. The City retains and reserves any or all rights to change, modify, amend, add to or delete from, any section of this document as it deems, in its judgment, to be proper.

I understand this position description may be changed, modified, and/or amended at any time throughout the duration of my employment.

CITY OF WEST ALLIS

c. February, 2018

Approved

 Department Head

 Date

Approved

 Employee

 Date