



**MILWAUKEE COUNTY
JOB EVALUATION QUESTIONNAIRE**

This form is designed to assist you in describing your departmental job. You are asked to fill this form out to outline the essential duties and responsibilities; and identify the knowledge, skills and abilities required to successfully perform the job. This form is used to request new job classifications, review current classifications, reclassification, reallocations, and general updates to the job description. **Note:** It is the job that is being evaluated, not the position/incumbent. Thank you for your cooperation.

GENERAL INSTRUCTIONS:

1. Before beginning, please look over the entire questionnaire. Each question should be answered completely and accurately. If a question does not apply to this job, please indicate "N/A" (Not Applicable).
2. To complete the questionnaire, please type and/or select your responses.
3. If you wish to make additional comments, please use the space available in the "Additional Comments" section on page 6 of this questionnaire.

A. JOB IDENTIFICATION INFORMATION

Department (High Org):	5040 Airport	Division (Low Org):	5041 GMIA Administration
Contact for this Study	Name: Brian Dranzik	Email: bdranzik@mitchellairport.com	
	Title: Airport Director	Phone: 414-747-5322	
Current Job Title:	Air Service Development Manager	Current Job Code:	
Health Screen Level:	00 – None	Background Check	4 Criminal, Education, Experience (Dir Only)
Job Reports To:	Title: Airport Director		
Request Type:	<input type="checkbox"/> Establish New <input type="checkbox"/> Review <input checked="" type="checkbox"/> Reclassification <input type="checkbox"/> Reallocation <input type="checkbox"/> Update Description <input type="checkbox"/> Other, Specify		

B. JUSTIFICATION STATEMENT

1. Attach an organizational chart.
2. Explain the events or changes that made this request necessary.
The prior incumbent had a unique skill set developed over a long period of time. After that person's retirement, the job has been reexamined to better fit the needs of the position as air service has evolved since this position's inception.

C. ABOUT THE JOB

Job Status:	<input checked="" type="checkbox"/> Regular Full-Time	<input type="checkbox"/> Regular Part-Time	<input type="checkbox"/> Seasonal	<input type="checkbox"/> Contract
Shift:	<input checked="" type="checkbox"/> Day	<input type="checkbox"/> Evening	<input type="checkbox"/> Night	<input type="checkbox"/> Other:
Hours Per Week:	<input checked="" type="checkbox"/> >40 Hours	<input type="checkbox"/> 32-40 Hours	<input type="checkbox"/> 20-32 Hours	<input type="checkbox"/> <20 Hours
Travel:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If Yes, % Travel 10%			
Will This Job Supervise/Manage?	<input type="checkbox"/> Supervise <input type="checkbox"/> Manage # of Direct Reports:		<input type="checkbox"/> N/A	
Fiscal Responsibility: Responsible for annual operating budget for department(s)/division(s)?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If yes, please provide total amount?			

D. JOB SUMMARY:

Briefly state, in several sentences, the principle purpose or function of the job. Respond by describing What the job is, What its major objective is, and Why does it exist.
Under the general direction of the Airport Director, this position will grow and retain passenger and cargo services through data-driven analysis and proactive relationship development with air carriers and cargo operators. This position will develop and implement communication and presentation strategies and programs that focus on recruitment and retention of air service for Milwaukee Mitchell International Airport. The position will examine industry trends, market analysis, work with consultants and industry experts to make sure Milwaukee is utilizing statistics and strategies that will aid in the development of air service.

E. ESSENTIAL DUTIES/RESPONSIBILITIES:

JOB RESPONSIBILITY LIST: Please describe the major elements of the job. List only the major functions, separately, in order of importance. Provide a one or two line descriptive statement for each duty so that someone not familiar with this kind of work can understand it. Weight the approximate percentage of allocated work time for each functional work activity (Round to the nearest **10%**). We do not need to know HOW the function is to be performed, but rather, WHAT it is to be performed. **Percentages should add up to 100%**

1.	<input type="checkbox"/> Original <input checked="" type="checkbox"/> New	Job Duty: Develop air service strategies for attracting and retaining air service	% of Time: 30
	<i>Descriptive:</i> Responsible for the development of air service strategies that attract and retain air service, drive passenger traffic growth, and increase air service at the airport. Develop programs and initiatives that aid in airlines providing service to new cities, maintain service to cities currently served, and attract new airlines to the airport.		
2.	<input type="checkbox"/> Original <input checked="" type="checkbox"/> New	Job Duty: Maintain connections to air service providers and those in related industry	% of Time: 20
	<i>Descriptive:</i> Establish and maintain strong relationships with representatives of the aviation industry and stakeholder groups such as airlines, air cargo operators, travel agents, corporate travel personnel, tourism and economic development agencies and local governments.		
3.	<input type="checkbox"/> Original <input checked="" type="checkbox"/> New	Job Duty: Data collection and interpretation	% of Time: 20
	<i>Descriptive:</i> Track and monitor all related capacity, load factors, passenger data, and utilization statistics to determine trends, identify service strengths and weaknesses to help create strategies to target areas of concern or need.		
4.	<input type="checkbox"/> Original <input checked="" type="checkbox"/> New	Job Duty: Airport use promotion	% of Time: 10
	<i>Descriptive:</i> Work in conjunction with various internal and external partners to promote airport utilization with stakeholders.		
5.	<input type="checkbox"/> Original <input checked="" type="checkbox"/> New	Job Duty: Monitor industry trends	% of Time: 10
	<i>Descriptive:</i> Monitor industry trends in attracting and retaining airlines. Monitor airlines activity in terms of industry news that informs of airline capacity expansion or contraction, mergers, acquisitions, or new entrants that may have an impact to air service in Milwaukee. Analyze related data of market conditions and prepare recommendations to improve traffic and financial results.		
6.	<input type="checkbox"/> Original <input checked="" type="checkbox"/> New	Job Duty: Air Service Development program	% of Time: 10
	<i>Descriptive:</i> Develop and administer air service incentive programs, when available, including monitoring budgets, performance, and short and long term success of the program.		
7.	<input type="checkbox"/> Original <input checked="" type="checkbox"/> New	Job Duty:	% of Time:
	<i>Descriptive:</i>		
8.	<input type="checkbox"/> Original <input type="checkbox"/> New	Job Duty:	% of Time:
	<i>Descriptive:</i>		
9.	<input type="checkbox"/> Original <input type="checkbox"/> New	Job Duty:	% of Time:
	<i>Descriptive:</i> Manages all aspects of the general marketing consultant contracts to include proofing ads prior to display and or release.		

10.	<input type="checkbox"/> Original <input type="checkbox"/> New	Job Duty:	% of Time:
	Descriptive:		

F. EQUIPMENT, TOOLS & MATERIALS, PERSONAL COMPUTERS, SOFTWARE

Please list all equipment, tools or materials required to perform the job along with the frequency.	Frequency			Type of Equipment
	Daily	Weekly	Monthly	
1. Machinery: (i.e. Vehicles, Motorized Equipment, Heavy Machinery, etc.)			x	Car
2. Hand Tools/Instruments: (i.e. Power Tools, Equipment, Weapons, etc.)	x			Office equipment, smart phones, hand held devices,
3. Driving required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	List License Types: (Required)		Wisconsin Driver's License	
	List License Types: (Preferred)		Car	
4. Personal vehicle required?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
5. Please list all <u>Technology, Systems and Software Knowledge</u> required to perform the job:				
Basic	Intermediate	Advanced		
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Knowledge of all related computer and software applications, such as word processing and spreadsheets.	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Other:	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Other:	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Other:	

G. JOB COMPETENCIES

Internal/External Contacts: Please select all that apply.	
<input checked="" type="checkbox"/>	Exchange of basic information with internal and/or external contacts.
<input checked="" type="checkbox"/>	Maintain sensitive or confidential information.
<input checked="" type="checkbox"/>	Explain and gather information, answer queries, or provide assistance to internal and/or external contacts.
<input checked="" type="checkbox"/>	Persuade, conform or recommend course of action with internal and/or external contacts.
<input checked="" type="checkbox"/>	Perform with a high degree of authority in securing understanding and cooperation with internal and/or external contacts.
<input checked="" type="checkbox"/>	Maintain a continuing working relationship that can have a significant effect on the success of the organization.

Communication Skills: Select the level of language (ability to read, write and speak needed to successfully accomplish the essential duties of the job.) Please select all that apply.	
<input checked="" type="checkbox"/>	Read, write and comprehend simple instructions, reports, short correspondence and memos.
<input checked="" type="checkbox"/>	Speak effectively before both internal and/or external groups.
<input checked="" type="checkbox"/>	Read, analyze, and interpret safety rules, operating/maintenance instructions and procedure manuals, scientific/technical journals and procedures, government regulations, financial and legal documents.
<input checked="" type="checkbox"/>	Prepare and/or present written communications that pertain to controversial and complex topics.

Decision-Making: Please select <u>only one</u> of the following:	
<input type="checkbox"/>	Makes minimal decision-making responsibility.
<input type="checkbox"/>	Makes decisions of responsibility involving evaluation of information; decisions may require development or application of alternatives or precedents.
<input checked="" type="checkbox"/>	Makes decisions of responsibility and final results that affect more than one department or a department with multiple units; substantial analysis is required and many factors must be weighed before a decision can be reached.
<input type="checkbox"/>	Makes decisions of responsibility and final recommendations, which may result in the formulation of strategic plans of action to achieve the broad objectives for the organization; involves long-range future planning including scope, direction and goals.

Complexity, Judgment and Problem Solving: Please select all that apply.	
<input checked="" type="checkbox"/>	Understand and follow instructions.
<input checked="" type="checkbox"/>	Execute decisions within limits of standard policy and procedures.
<input checked="" type="checkbox"/>	Interpret and adapt to established practices and procedures using independent judgment to meet situations to which applications are not clearly defined.
<input checked="" type="checkbox"/>	Perform within difficult or complex working conditions or situations not easily evaluated; decisions require considerable judgment, initiative and ingenuity in areas there is little precedent.
<input checked="" type="checkbox"/>	Act independently in the formulation and administration of policies and programs for major departments or functions.

H. WORKING CONDITIONS

What are the physical, mental and environment demands for this job? Functions identified must coincide with the descriptive statement of essential duties and responsibilities for this job. The functions should focus on what is to be done and the processes traditionally used to achieve end results. For each of the following functional requirements, indicate the frequency in which it occurs in this job.

PHYSICAL DEMANDS	N/A	Seldom (<25%)	Occasional (25% - 50%)	Frequent (50% - 75%)	Always (>75%)		
Standing	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Walking/Running	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Sitting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
Reaching	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Climbing	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Driving	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Bending/Kneeling	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Hearing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
Talking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
Visual	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Typing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Writing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Fine Dexterity	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Manual Dexterity	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Upper Extremity Repetitive Motion	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Lifting/Carrying (lbs.)	<input type="checkbox"/> up to 05	<input checked="" type="checkbox"/> up to 10	<input type="checkbox"/> up to 15	<input type="checkbox"/> up to 20	<input type="checkbox"/> up to 25	<input type="checkbox"/> up to 30	<input type="checkbox"/> up to <input type="text"/>
Pushing/Pulling (lbs.)	<input type="checkbox"/> up to 05	<input checked="" type="checkbox"/> up to 10	<input type="checkbox"/> up to 15	<input type="checkbox"/> up to 20	<input type="checkbox"/> up to 25	<input type="checkbox"/> up to 30	<input type="checkbox"/> up to <input type="text"/>

NON-PHYSICAL DEMANDS	N/A	Seldom (<25%)	Occasional (25% - 50%)	Frequent (50% - 75%)	Always (>75%)
Analysis/Reasoning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Communication/Interpretation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Math/Mental Computation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Reading	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Sustained Mental Activity (i.e. auditing, problem solving, grant writing, composing reports)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ENVIRONMENTAL DEMANDS	N/A	Seldom (<25%)	Occasional (25% - 50%)	Frequent (50% - 75%)	Always (>75%)
Work Independently	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Task Changes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Tedious/Exacting Work	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High Volume Public Contact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Dust	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Temperature Extremes	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loud Noises	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Physical Danger	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toxic Substances (i.e. solvents, pesticides, etc.)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

WORK SCHEDULE: Please select all that apply.

- Routine shifts hours. Infrequent overtime, weekend, or shift rotation.
- Considerable irregularity of hours due to frequent overtime, weekend or shift rotation.
- Regular and/or frequent on-call availability; nature of work frequently requires irregular, unpredictable or particularly long hours.

DEMANDS/DEADLINES: Please select all that apply.

- Little or no stress created by work, employees or public.
- Intermittent or cyclical work pressures with occasional exposure to high stress work environments.
- High volume and variable work demands and deadlines that impose strain on a routine basis; frequent direct contact with individuals or exposure to highly stressful situation, demands or pressures.

I. EDUCATION, LICENSE, AND EXPERIENCE

EDUCATION

Please indicate the MINIMUM educational level required:

<input type="checkbox"/> HS Diploma/GED	
<input type="checkbox"/> Associate's Degree	Area of specialization/major:
<input checked="" type="checkbox"/> Bachelor's Degree	Area of specialization/major: Marketing, Communications, Business Admin, Economics, Public Relations, or related fields
<input type="checkbox"/> Graduate Degree	Area of specialization/major:
<input type="checkbox"/> Post Graduate Degree (PhD)	Area of specialization/major:
<input type="checkbox"/> Professional Degree (Law, Medicine, etc.)	Area of specialization/major:
<input type="checkbox"/> Other:	Please indicate:

LICENSE/CERTIFICATION: (Please complete Section F on Page 3 for Driving Requirements/License(s))

What license(s), certification/certificate(s), registration(s), or other regulatory requirements/training:

Preferred:

WORK EXPERIENCE

Please indicate the MINIMUM number of years of practical experience required.

<input type="checkbox"/> No experience	
<input type="checkbox"/> Less than one year	Area(s) of experience:
<input type="checkbox"/> One to three years	Area(s) of experience:
<input type="checkbox"/> Three to five years	Area(s) of experience:
<input checked="" type="checkbox"/> Five or more years	Area(s) of experience:

SUPERVISORY/MANAGEMENT EXPERIENCE	
Please indicate the MINIMUM number of years of supervisory/management experience required.	
<input type="checkbox"/> No experience	
<input type="checkbox"/> Less than one year	Area(s) of experience:
<input type="checkbox"/> One to three years	Area(s) of experience:
<input type="checkbox"/> Three to five years	Area(s) of experience:
<input type="checkbox"/> Five or more years	Area(s) of experience:
Supervisory/Managerial: If applicable, select the appropriate level of responsibility.	
<input type="checkbox"/>	Level 1 General instructing, scheduling, and reviewing the work of others performing the same or directly related work. Acts as "lead worker". Functional supervision only. Recommends personnel actions (hiring, termination, pay changes, etc.) but does not independently conduct.
<input type="checkbox"/>	Level 2 Scheduling, supervision, and evaluation of work of employees who perform similar work assignments. Conducts all aspects of personnel actions (hiring, termination, pay changes, etc.).
<input type="checkbox"/>	Level 3 Scheduling, supervision and evaluation of work as a "manager" of the first line supervisors; or perform supervision of workers who perform distinct and separate blocks of work. Oversees and conducts all aspects of personnel actions (hiring, termination, pay changes, etc.). Are there subordinate supervisors reporting to this job? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, how many?
<input checked="" type="checkbox"/>	Level 4 Scheduling, supervision and evaluation of work as a superior of "managers". Administers through subordinate managers, departmental multi-function programs or operations. Oversees and conducts all aspects of personnel actions (hiring, termination, pay changes, etc.). Are there subordinate supervisors/managers reporting to this job? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If yes, how many?
<input type="checkbox"/>	Level 5 Scheduling, supervision, and evaluation of work as a superior of those in level 4. Are there subordinate supervisors/managers reporting to this job? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, how many?
List the names of the Positions and/or Department(s)/Division(s) supervised/managed by this job:	

J. ADDITIONAL COMMENTS

Please list additional items not covered in this questionnaire that would be helpful to the <u>Compensation Department</u> in understanding this job.
<ul style="list-style-type: none"> • Successful candidate should be a self-starter and must take initiative to learn and grow in the position. • Successful candidate will be expected to become knowledgeable of all relevant regulations associated with the position and its duties. • Successful candidate will be able to build business cases based on use of data and forecasts to a variety of audiences.

Please provide additional information and/or language so that <u>Employment & Staffing</u> can include it in the job announcement (Providing that the Compensation Department has approved).
<ul style="list-style-type: none"> • Airline network and/or schedule planning, data analytics, research, concept development and presentation skills preferred

K. SIGNATURES

SUPERVISOR'S/MANAGER'S CONFIRMATION:	
I have completed and/or reviewed the contents of this job evaluation questionnaire and consent to its accuracy.	
Supervisor/Manager Signature: <i>Brian R. Dranzik</i>	Date: 9/30/2025
Department/Division Head Signature: <i>Joe Lamers</i>	Date: 1/28/26

Email the completed form to: hrcompensation@milwaukeecountywi.gov. Please ensure the subject line includes the Department High Org., and (if applicable) Low Org. number, Request Type (i.e. JEQ Request, JEQ Study,) (I.e. 1140/1140 JEQ Request)