



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

Form with fields: Department (High Org): 9500, Division (Low Org): 9593, Contact for this Study (Name: Emily Salentine, Title: Marketing & Communications Director, Email: emily.salentine@milwaukeecountywi.gov, Phone: 414-256-5406), Current Job Title: Events Manager, Current Job Code, Health Screen Level, Background Check Level, Job Reports To: Title: Marketing & Communications Director, Request Type: [X] Establish New, [ ] Review, [ ] Reclassification, [ ] Reallocation, [ ] Update Description, [ ] Other, Specify

B. JUSTIFICATION STATEMENT

1. Attach an organizational chart.
2. Explain the events or changes that made this request necessary.
In the December County Board cycle, the Zoo is requesting that the Marketing and Events Manager be abolished and replaced with an Events Manager. The pay range recommendation is 30M to align with similar positions in the Marketing and Communications Division. The Marketing and Events Manager position is vacant.

C. ABOUT THE JOB

Job Status: [X] Regular Full-Time, [ ] Regular Part-Time, [ ] Seasonal, [ ] Contract
Shift: [X] Day, [ ] Evening, [ ] Night, [X] Other: Weekends, holidays and nights for events
Hours Per Week: [X] >40 Hours, [ ] 32-40 Hours, [ ] 20-32 Hours, [ ] <20 Hours
Travel: [ ] Yes, [X] No
Will This Job Supervise/Manage? [ ] Supervise, [X] Manage # of Direct Reports: 1, [ ] N/A
Fiscal Responsibility: Responsible for annual operating budget for department(s)/division(s)? [X] Yes, [ ] No. If yes, please provide total amount? \$2.3M expenditures and \$2.9M revenues

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.
Coordinate, develop and execute revenue and attendance-generating public special events. Manage all event logistics from concept to completion, including entertainment, vendors, and budgets for a variety of events. Develop the strategic direction of events to create memorable experiences in alignment with the Zoo's mission and vision and that also increase revenue.

**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 checked="" type="checkbox"/> Original <input type="checkbox"/> New	Job Duty: Direct and Coordinate Public Special Events	% of Time: 35
	<i>Descriptive:</i> Coordinate events from concept to completion, managing all aspects including logistics, vendors, tenting, and entertainment. Oversee more than 20 events to generate attendance and revenue, ranging from 1 day events to large-scale, multi-day events such as-, Zoo A la Carte and Wild Lights.		
2.	<input checked="" type="checkbox"/> Original <input type="checkbox"/> New	Job Duty: Develop event strategy	% of Time: 15
	<i>Descriptive:</i> Design and develop programming that grows revenue and attendance streams while focusing on community engagement and enjoyment.		
3.	<input checked="" type="checkbox"/> Original <input type="checkbox"/> New	Job Duty: Collaborate with volunteers and staff	% of Time: 15
	<i>Descriptive:</i> Ensure effective communication, collaboration and partnership with all Zoo divisions impacted by events, produce workorders and coordinate with divisions to ensure necessary staff event support. Collaborate with the Zoological Society Volunteer Manager for volunteer event needs, oversee volunteers when executing events.		
4.	<input checked="" type="checkbox"/> Original <input type="checkbox"/> New	Job Duty: Manage Budgets	% of Time: 15
	<i>Descriptive:</i> Manage expenditures and revenue in four event budgets: general events, Boo at the Zoo, A la Carte, and Wild Lights. Negotiate prices with vendors, manage RFP processes, bidding requirements, and payments through financial system. Manage profit & loss statements, develop budgets and pricing for events.		
5.	<input checked="" type="checkbox"/> Original <input type="checkbox"/> New	Job Duty: Coordinate event print and digital assets	% of Time: 10
	<i>Descriptive:</i> Manage production of event signage, assist in developing content for event programs, maps, and marketing assets. Coordinate online event registration through point-of-sale system with Administration and Finance Division.		
6.	<input type="checkbox"/> Original <input checked="" type="checkbox"/> New	Job Duty: Leadership and Human Resources	% of Time: 10
	<i>Descriptive:</i> Supervise the work and performance of the Special Events section, providing leadership through motivation, engagement, feedback, support, and development. Maximize employee and team effectiveness. Schedule and direct work assignments and authorize time recording. Coordinate the recruitment, hiring orientation, training, and evaluation of the team. Maintain a positive culture of collaboration, accountability, and respectful behavior.		
7.	<input type="checkbox"/> Original <input type="checkbox"/> New	Job Duty:	% of Time:
	<i>Descriptive:</i>		
8.	<input type="checkbox"/> Original <input type="checkbox"/> New		% of Time:
	<i>Descriptive:</i>		
9.	<input type="checkbox"/> Original <input type="checkbox"/> New	Job Duty:	% of Time:
	<i>Descriptive:</i>		
10.	<input type="checkbox"/> Original <input type="checkbox"/> New	Job Duty:	% of Time:
	<i>Descriptive:</i>		

**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		Golf Cart, Truck
2. Hand Tools/Instruments: (i.e. Power Tools, Equipment, Weapons, etc.)					
3. Driving required?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	List License Types: (Required)	Driver's License		
		List License Types: (Preferred)	Valid Wisconsin Driver's License		
4. Personal vehicle required?		<input 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"/>	Microsoft Office including WORD, Excel, PowerPoint, etc.		
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Other: Accounting & Point-of-Sale systems		
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Other:		
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Other:		

**G. JOB COMPETENCIES**

<b>Internal/External Contacts:</b> 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 type="checkbox"/>	Perform with a high degree of authority in securing understanding and cooperation with internal and/or external contacts.
<input type="checkbox"/>	Maintain a continuing working relationship that can have a significant effect on the success of the organization.

  

<b>Communication Skills:</b> 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 type="checkbox"/>	Prepare and/or present written communications that pertain to controversial and complex topics.

  

<b>Decision-Making:</b> 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.

<b>Complexity, Judgment and Problem Solving:</b> 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 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 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.

<b>PHYSICAL DEMANDS</b>	<b>N/A</b>	<b>Seldom (&lt;25%)</b>	<b>Occasional (25% - 50%)</b>	<b>Frequent (50% - 75%)</b>	<b>Always (&gt;75%)</b>		
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 checked="" type="checkbox"/>	<input 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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Bending/Kneeling	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Hearing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" 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 checked="" type="checkbox"/>	<input type="checkbox"/>		
Writing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
Fine Dexterity	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Manual Dexterity	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Upper Extremity Repetitive Motion	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Lifting/Carrying (lbs.)	<input type="checkbox"/> up to 05	<input type="checkbox"/> up to 10	<input type="checkbox"/> up to 15	<input type="checkbox"/> up to 20	<input type="checkbox"/> up to 25	<input checked="" type="checkbox"/> up to 30	<input type="checkbox"/> up to <input type="text"/>
Pushing/Pulling (lbs.)	<input type="checkbox"/> up to 05	<input type="checkbox"/> up to 10	<input type="checkbox"/> up to 15	<input type="checkbox"/> up to 20	<input type="checkbox"/> up to 25	<input checked="" type="checkbox"/> up to 30	<input type="checkbox"/> up to <input type="text"/>

<b>NON-PHYSICAL DEMANDS</b>	<b>N/A</b>	<b>Seldom (&lt;25%)</b>	<b>Occasional (25% - 50%)</b>	<b>Frequent (50% - 75%)</b>	<b>Always (&gt;75%)</b>
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 type="checkbox"/>	<input checked="" 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 type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<b>ENVIRONMENTAL DEMANDS</b>	<b>N/A</b>	<b>Seldom (&lt;25%)</b>	<b>Occasional (25% - 50%)</b>	<b>Frequent (50% - 75%)</b>	<b>Always (&gt;75%)</b>
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 checked="" type="checkbox"/>	<input 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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dust	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Temperature Extremes	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" 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 type="checkbox"/>	<input checked="" 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.

<input type="checkbox"/>	Routine shifts hours. Infrequent overtime, weekend, or shift rotation.
<input type="checkbox"/>	Considerable irregularity of hours due to frequent overtime, weekend or shift rotation.
<input checked="" type="checkbox"/>	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.

<input type="checkbox"/>	Little or no stress created by work, employees or public.
<input checked="" type="checkbox"/>	Intermittent or cyclical work pressures with occasional exposure to high stress work environments.
<input type="checkbox"/>	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: Business, Marketing, Communications fields preferred
<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:

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**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 two years	Area(s) of experience:
<input type="checkbox"/>	Two to five years	Area(s) of experience:
<input checked="" type="checkbox"/>	Five or more years	Area(s) of experience: Event Management

**SUPERVISORY/MANAGEMENT EXPERIENCE**

Please indicate the MINIMUM number of years of supervisory/management experience required.

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

**Supervisory/Managerial:** If applicable, select the appropriate level of responsibility.

<input type="checkbox"/>	<b>Level 1</b> 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 checked="" type="checkbox"/>	<b>Level 2</b> 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"/>	<b>Level 3</b> 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 type="checkbox"/>	<b>Level 4</b> 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 type="checkbox"/> Yes <input type="checkbox"/> No If yes, how many?
<input type="checkbox"/>	<b>Level 5</b> 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:**

- Special Events Assistant

**J. ADDITIONAL COMMENTS**Please list additional items not covered in this questionnaire that would be helpful to the Compensation Department in understanding this job.

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Please provide additional information and/or language so that Employment & Staffing can include it in the job announcement (Providing that the Compensation Department has approved).**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: Emily Salentine

Date: 10/29/24

Department/Division Head Signature: Vera Westphal

Date: 10/29/24

Email the completed form to: [hrcompensation@milwaukeecountywi.gov](mailto: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)