

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, reclassifications, 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				
The second second	Name: Brian Dranzik		Email: bdranzik@mitchellairport.com					
Contact for this Study	Title: Airport Director		Phone: 414-747-5322					
Current Job Title:	Director of Public Affair	rs and Marketing	Current Job Code:					
Health Screen Level:	00 – None		Background Check	4 Criminal, Education, Experience (Dir Only)				
Job Reports To:	Title: Airport Director							
Request Type:	Establish New Other, Specify	Review 🔀 Reclas	ssification Realloca	tion Update Description				
			9					
C. ABOUT THE JOB								
Job Status:	Regular Full-Time	Regular Part-	Time Seasonal	Contract				
Shift:	Day	Evening	☐ Night	Other:				
Hours Per Week:	X >40 Hours	32-40 Hours	20-32 Hou	s				
Travel:	Yes No If Yes, 9	% Travel 10%						
Will This Job Supervise/N	lanage?	Supervise 🛛	orts: 2 N/A					
Fiscal Responsibility: Responsibility: department(s)/division(s)	oonsible for annual operatii ?	ng budget for	Yes 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.

This position serves as a strategic Marketing professional under the general administrative direction of the Airport Director. This position will partner and support Business and Commercial Development and Communications departments utilizing an entrepreneurial approach collaborative leadership style, and effective analytical skills, to formulate and implement key business development initiatives and marketing strategies that are aligned with the airports strategic goals.

E. ESSENTIAL DUTIES/RESPONSIBILITES: 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% Job Duty: Support Airport System Business Units and Marketing Initiatives % of Time: Original New Responsible for assisting in advertising and marketing of core Milwaukee County's Airport System Core Business Units that 1. Descriptive: consist of Parking, Concessions, 440th Business Park, and Timmerman Airport. Includes creative strategies and design, media buys of TV, radio, print, digital marketing, website management and social media. Job Duty: Lead Overall Airport System Marketing Initiatives % of Time: Original New 25 Responsible for developing and managing comprehensive marketing plans, programs, and strategies for the Milwaukee Descriptive: 2. County Airport System including initiatives to provide marketing direction to implement operational and effective marketing concepts, programs, and actions, along with the ability to evaluate their effectiveness using KPIs. Coordinate with internal departments to ensure efficient, effective, development and execution of the plans. Job Duty: Management of Marketing Consultant Contracts % of Time: Original New 10 3. Manages all aspects of the general marketing consultant contracts to include proofing ads prior to display and or release. Descriptive: % of Time: Job Duty: Support Goal Setting ☐ Original ☐ New 10 Assist with setting goals, objectives, and strategy for marketing the Milwaukee County Airport system to include assisting in Descriptive: 4. developing initiatives, determining and approving audience, strategy, direction and tactics based on results of market research. Job Duty: Strategic Action Planning % of Time: ☐ Original ☒ New 10 Assist and collaborate to establish and implement an integrated strategic action plan for business development at General Descriptive: 5. Mitchell Airport and Timmerman Airport that identifies air service, concessions, air cargo, general aviation, real estate, and industrial business development opportunities at General Mitchell Airport and Timmerman Airport, including land acquisition and planning for airport future land requirements. Job Duty: Support Air Service Development % of Time: ☐ Original 🛛 New 10 Descriptive: In conjunction with Director of Air Service Development, assists with air service development efforts, which includes 6. initiatives to align the airport with corporate and community stakeholders, while building solid business case(s) to maintain and grow passenger and cargo air service at the airport. Works in coordination with other key persons to ensure development efforts support the region's air service needs. Job Duty: Lead in Maximizing Milwaukee County Airport System Awareness % of Time: Original New 10 Descriptive: Utilize General Mitchell and Timmerman as venues to showcase new and innovative technologies, creating a sense of place 7. that captures the spirit of Milwaukee, Wisconsin. % of Time: Job Duty: Original New 8. Descriptive: Job Duty: % of Time: Original New 9. Descriptive: % of Time: Job Duty: Original New Descriptive: 10.

	Please list all equipment, tools or materials required to				Frequency			Type of Equipment			
perform the job along with the frequency.					Daily	Weekly	Monthly	The second design of the second second			
Machinery: (i.e. Vehicles, Motorized Equipment, Heavy Machinery, etc.)							х	Car			
2. Hand To Weapor		nts: (i.e. Power	Tool	s, Equipment,	X			Office equipment, smart phones, hand held devices,			
			List License Types: (Required)	Wisconsin Driver's License							
3. Driving	3. Driving required? X Yes No		NO	List License Types: (Preferred)	Car						
4. Person	al vehicle requ	ired?		⊠ Yes □ No							
5. Please li	st all <u>Technolo</u>	gy, Systems an	d Soft	ware Knowledge requ	ired to p	erform the	job:				
Basic	Intermediate	Advanced									
☐ ☐ ☐ Know			owledge of all related computer and software applications, such as word processing and spreadsheets								
Othe			er: Social media technology								
Other:				ier:	_						
□ □ □ Other:			er:								
	20 15				-						
ЈОВ СОМР	ETENCIES										
Internal/E	vternal Contac	ts: Please sele	rt all t	that apply							
		The second of th		ernal and/or external of	contacts.			1			
	•	or confidential						See a second sec			
				queries, or provide a	ssistance	to internal	and/or exte	rnal contacts.			
	uade, conform	or recommend	d cour	rse of action with inte	rnal and/	or external	contacts.				
								nal and/or external contacts.			
Perfo	ntain a continu	ing working rel	ation	ship that can have a si	gnificant	effect on th	ne success of	the organization.			
Perfo	ation Skills: S	elect the level	of lan	guage (ability to read	, write ar	nd speak ne	eded to suc	cessfully accomplish the essential duties of t			
Perfo				- Control of the control	and the state of						
Perfo Main	e select all tha	Lappiy.	le ins	structions, reports, sho		pondence a	and memos.				
Performanica Communica ob.) Pleaso Read	e select all tha	mprehend simp			5.		3				
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Perfc Main Communic ob.) Please Read Read	e select all thand, write and cook effectively bala, analyze, and	mprehend simp efore both inte interpret safet	rnal a y rule	s, operating/maintena	ance instr	uctions and	d procedure	manuals, scientific/technical journals and			
Perfo Main Communica ob.) Please Read Spea	e select all tha d, write and co k effectively b d, analyze, and edures, govern	mprehend simp efore both inte interpret safet iment regulatio	rnal a y rule ons, fi	s, operating/maintena nancial and legal docu	nce instr ments.						
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Performanical Main Please Prepare Prep	e select all than it, write and could be effectively but, analyze, and edures, governare and/or presenting: Please es minimal december in the estimate and it.	mprehend simpefore both inte interpret safet nment regulation esent written consider select only one cision-making re	rnal a y rule ons, fi ommu of the espon	s, operating/maintens nancial and legal docu inications that pertain ne following: sibility.	ments. to contro	oversial and	l complex to	pics.			
Performanica Ob.) Please Read Spea Read Prepa Prepa Decision-M Make	e select all than it, write and could be effectively but, analyze, and edures, governare and/or presenting: Please es minimal december in the estimate and it.	mprehend simpefore both inte interpret safet nment regulation esent written consider select only one cision-making re	rnal a y rule ons, fi ommu of the espon	s, operating/maintens nancial and legal docu inications that pertain ne following: sibility.	ments. to contro	oversial and	l complex to				

Makes decisions of responsibility and final recommendations, which may result in the formulation of strategic plans of action to achieve the

analysis is required and many factors must be weighed before a decision can be reached.

broad objectives for the organization; involves long-range future planning including scope, direction and goals.

 \boxtimes

 \boxtimes

\boxtimes	Understand and follow instructions.
\boxtimes	Execute decisions within limits of standard policy and procedures.
\boxtimes	Interpret and adapt to established practices and procedures using independent judgment to meet situations to which applications are not clearly defined.
\boxtimes	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.
M	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/	N/A Seldom (<25%)		1-77	Occasional (25% - 50%)		equent % - 75%)	Always (>75%)	
Standing											
Walking/Running											
Sitting											
Reaching											
Climbing						\boxtimes					
Driving											
Bending/Kneeling					\boxtimes						
Hearing											
Talking										\boxtimes	
Visual											
Typing											
Writing											
Fine Dexterity					\boxtimes						
Manual Dexterity											
Upper Extremity Repetitive Motion]					
Lifting/Carrying (lbs.)	up to 05	⊠ up	to 10	□u	ip to 15	up t	o 20 up to 25		25 up to 30		up to
Pushing/Pulling (lbs.)	Pushing/Pulling (lbs.) up to 05 up		to 10 u		ıp to 15 up to		o 20 up to 25		5 up to 30		up to

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

ENVIRONMENTAL DEMANDS	N/A	Seldom (<25%)	Occasional (25% - 50%)	Frequent (50% - 75%)	Always (>75%)				
Work Independently	58 0			\boxtimes					
Task Changes				\boxtimes					
Tedious/Exacting Work									
High Volume Public Contact			П						
			1						
Dust			 	 	- 				
Temperature Extremes									
Loud Noises			 	- $+$					
Physical Danger	ride in				<u> </u>				
Toxic Substances (i.e. solvents, pesticides, etc.)) 🛛	ᆜ	<u> </u>	<u> </u>					
Other:				Ш	Ш				
WORK SCHEDULE: Please select all that apply.	entra de la come de la		TO SEE WORLD		10 10 10 10 10 10 10 10 10 10 10 10 10 1				
Routine shifts hours. Infrequent overtim	e, weekend, or shift	rotation.							
Considerable irregularity of hours due to			otation.						
Regular and/or frequent on-call availabil				ble or particularly long h	nours.				
DEMANDS/DEADLINES: Please select all that a	apply.								
Little or no stress created by work, empl	TO STATE OF THE ST	and the state of t							
Intermittent or cyclical work pressures w		sure to high stress v	vork environments.						
High volume and variable work demands				nt direct contact with in	idividuals or				
exposure to highly stressful situation, de									
		14 piles	Sec. 198						
EDUCATION, LICENSE, AND EXPERIENCE					Service Cold to Mark				
EDUCATION									
Please indicate the MINIMUM educational leve	ei requirea:		<u>, de de</u>	A stellar and a late	A CONTRACTOR OF THE SECOND				
HS Diploma/GED	Area of specialization	an/major:			7000				
☐ Associate's Degree ☐ Bachelor's Degree	Area of specialization/major: Area of specialization/major: Communications, Marketing								
	Area of specialization	CONTRACTOR							
Graduate Degree Post Graduate Degree (PhD)	Area of specialization								
Professional Degree (Law, Medicine, etc.)	Area of specialization								
Other:	Please indicate:								
_ other.	1 idade maidade		***						
LICENSE/CERTIFICATION: (Please complete Sec	ction F on Page 3 for	Driving Requireme	ents/License(s))	A Secretary of the Party of the	The second second				
What license(s), certification/certificate(s), regi									
Preferred:									
					<u> </u>				
WORK EXPERIENCE				PERSONAL PROPERTY AND ADDRESS.					
Please indicate the MINIMUM number of years	of practical experien	ice required.							
No experience									
Less than one year Area(s) of experier	nce:								
One to three years Area(s) of experier									
Three to five years Area(s) of experier									
Five or more years Area(s) of experier Area(s) of experier									
Native of Hore years Niew(a) of experier			Research Manager 1	The state of the s					

SUPERVISORY/MANAGEM	IENT EXPERIENCE
Please indicate the MINIM	UM number of years of supervisory/management experience required.
No experience	
Less than one year	Area(s) of experience:
One to three years	Area(s) of experience:
☐ Three to five years	Area(s) of experience:
Five or more years	Area(s) of experience:
Supervisory/Managerial:	If applicable, select the appropriate level of responsibility.
	cting, scheduling, and reviewing the work of others performing the same or directly related work. Acts as "lead worker".
	n only. Recommends personnel actions (hiring, termination, pay changes, etc.) but does not independently conduct.
	pervision, and evaluation of work of employees who perform similar work assignments. Conducts all aspects of personnel
	nation, pay changes, etc.).
Level 3 Scheduling, su	pervision and evaluation of work as a "manager" of the first line supervisors; or perform supervision of workers who
perform distinct and s	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?
Level 4 Scheduling, su	pervision and evaluation of work as a superior of "managers". Administers through subordinate managers, departmental
multi-function program	ms or operations. Oversees and conducts all aspects of personnel actions (hiring, termination, pay changes, etc.).
	supervisors/managers reporting to this job? 🛛 Yes 🔲 No If yes, how many?
	pervision, and evaluation of work as a superior of those in level 4.
	supervisors/managers reporting to this job?
	ions and/or Department(s)/Division(s) supervised/managed by this job:
Analyst	
Administrative As	ssistant
Administrative 7.6	
. 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.
2	
51 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	nformation and/or language so that Employment & Staffing can include it in the job announcement (Providing that the
Compensation Department	
 Aviation industry 	knowledge experience desirable
. SIGNATURES	
SUPERVISOR'S/MANAGER	
I have completed and/or re	eviewed the contents of this job evaluation questionnaire and consent to its accuracy.
Supervisor/Manager Signa	nture: Buian Dranzik Date: 4/10/2018
	M. 1 - 9
Department/Division Head	d Signature: Date: 5/20/2018
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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)