

Monday, November 27, 2023

11:30 AM

McFarland Municipal Center
Conference Room A

AGENDA

You are invited to this meeting through a Zoom webinar. The public may attend in-person or remotely through the webinar or telephone options listed below.

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/85257043257>

Or by Telephone: +1 (312) 626-6799

Webinar ID: 852 5704 3257

Press *9 to raise/lower hand. Press *6 to mute/unmute.

1. CALL TO ORDER, ROLL CALL.
2. PUBLIC APPEARANCES.
 - a. This is an opportunity for members of the public to address the Personnel Committee for items that are not on the agenda. Please remember this is a hybrid meeting conducted in person and through the Zoom online meeting platform. Meeting attendees wishing to address the Committee about items not on the agenda may do so at this time. Zoom attendees should type their name and address in the Question and Answer feature within the Zoom online meeting platform at this time. Members of the public who are present in person and wish to address the Committee should fill out a public comment form and turn into the meeting chairperson. When you are called upon to speak, state your name, address, and provide your comments to the Committee for their consideration. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to village.clerk@mcfarland.wi.us to be included as part of the meeting.

Members of the public may also speak during their selected agenda item as they designate on the public comment form or in the Question and Answer feature on Zoom.
3. APPROVAL OF MINUTES.
 - a. Motion to approve the minutes of the November 6, 2023 meeting.
4. BUSINESS.
 - a. Discussion and recommendation on reclassification of the Assistant to the Public Works Director position within the Public Works department.
 - b. Discussion and recommendation on updating the organizational chart of the Public Works Department
 - c. Discussion and recommendation on the job description and classification to create the Communication Manager within the Village.
 - d. Discussion and recommendation on reclassification of the Media Producer position.
 - e. Discussion and recommendation on updates to the Organizational Chart for the Village and Administration Department.
5. SCHEDULE NEXT MEETING DATE.

a. December 18, 2023 - 11:30 a.m. (If needed)

6. ADJOURNMENT.

Any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format should contact the McFarland Municipal Center at (608)838-3153, 5915 Milwaukee Street, McFarland, Wisconsin, or village.clerk@mcfarland.wi.us by 2:00 p.m. at least 5 business days prior to the meeting so that any necessary arrangements can be made to accommodate each request. If the meeting or request is less than 5 business days from the meeting, requests for accommodations may still be made and reasonable efforts will be made to accommodate each request.

VILLAGE OF MCFARLAND

Personnel Committee Minutes

Monday, November 6, 2023 - 11:30 AM

1. CALL TO ORDER, ROLL CALL.

Village Trustee Luke Fessler called the regular meeting of the Personnel Committee to order at 11:31 AM in Conference Room A of the McFarland Municipal Center.

Members present: Luke Fessler, TJ Jerke, Edward Wreh

Members not present:

Staff Present: Matt Schuenke, Cassandra Suettinger, Andrea Anderson

2. PUBLIC APPEARANCES.

a. This is an opportunity for members of the public to address the Personnel Committee for items that are not on the agenda. Please remember this is a hybrid meeting conducted in person and through the Zoom online meeting platform. Meeting attendees wishing to address the Committee about items not on the agenda may do so at this time. Zoom attendees should type their name and address in the Question and Answer feature within the Zoom online meeting platform at this time. Members of the public who are present in person and wish to address the Committee should fill out a public comment form and turn into the meeting chairperson. When you are called upon to speak, state your name, address, and provide your comments to the Committee for their consideration. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to village.clerk@mcfarland.wi.us to be included as part of the meeting.

Members of the public may also speak during their selected agenda item as they designate on the public comment form or in the Question and Answer feature on Zoom.

No public present.

3. APPROVAL OF MINUTES.

a. Motion to approve the minutes of the October 16, 2023 meeting.

Motion by Village Trustee Luke Fessler, second by Village Trustee Edward Wreh, to approve the minutes of the October 16, 2023 meeting. Motion carries 2 - 0 - 0 by acclamation. Village Trustee TJ Jerke was not present for this vote.

4. BUSINESS.

a. Discussion and recommendation on reorganization of the Communication & Technology Department.

Discussion only, no action was taken. Staff will bring back the formal organizational charts, job descriptions and classification recommendations to the November 27, 2023 Personnel Committee meeting.

b. Discussion and recommendation on updates to Chapter 14 of the Village Personnel Policy Manual regarding night shift differential.

Motion by Village Trustee Luke Fessler, second by Village Trustee Edward Wreh, to recommend approval of updates to Chapter 14 of the Village Personnel Policy Manual

regarding night shift differential. Motion carries 3 - 0 - 0 by acclamation.

5. SCHEDULE NEXT MEETING DATE.

November 27, 2023 at 11:30 am.

6. ADJOURNMENT.

Motion by Village Trustee Edward Wreh, second by Village Trustee TJ Jerke, to adjourn at 12:45 pm.

Pursuant to law, written notice of this meeting was given to the public and posted on the public bulletin board in accordance with Open Meetings Law.

Respectfully submitted,
Andrea Anderson
Human Resources Generalist


VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Monday, November 27, 2023

SECTION: Business

DEPARTMENT: Administration

CONTACT: Cassandra Suettinger, Deputy Administrator/Clerk, Lee Igl, Public Works Director, Andrea Anderson, HR Generalist

AGENDA ITEM: Discussion and recommendation on reclassification of the Assistant to the Public Works Director position within the Public Works department.

PREVIOUS ACTION:

ISSUE SUMMARY:

The Assistant to the Public Works director position was created in 2019 with the reorganization of the Public Works Department. In 2019 the Public Works Department was reorganized to create a division structure to begin to support work of the department appropriately. As part of the re-organization, the Assistant to the Public Works Director position was created to oversee the Public Works office and utilities and provide financial support. The future staffing plan calls for this position to re-classify the position to take on a more robust financial role within the Public Works Department.

Over time, the position has naturally grown to support the items proposed for change in the position description, and the re-classification process is a natural progression with the transition as envisioned with the position. With the re-classification, the position would be responsible for being the staff lead on various aspects of the utilities, such as the utility audit, rate cases, and taking on a larger role in forecasting the financial stability of the utility. While other financial related positions in the Village still provide support for a lot of the utilities functions, this position takes on a higher level of support for the financial aspects of the utility. The position previously operated in Grade 7 and is now proposed to be re-classified in Grade 8 given the higher tasks now assigned to the role.

FINANCIAL/BUDGET IMPACT:

The 2024 Budget including funding to account for the transition accordingly.

VILLAGE PLAN REFERENCE:

[2022-2032 Future Staffing Projections](#)

ORDINANCE REFERENCE:

N/A

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Recommended for discussion and action.



Motion to recommend approval of the reclassification of the Assistant to the Public Works Director position within the Public Works department.

ATTACHMENTS:

1. Assistant to Public Works Director - REDLINE - 11.27.2023
2. Asst to PW Director - Scoring Worksheet 11-2023

JOB OVERVIEW	
Job Title	Assistant to the Public Works Director
Department	Public Works
Grade	8
Employment Status	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Limited Term Employment (LTE)
FLSA Status	<input type="checkbox"/> Exempt <input checked="" type="checkbox"/> Non-exempt

Our Commitment to Diversity, Equity, and Inclusion (DEI)

Diversity, equity, and inclusion form the basis of our work in the Village of McFarland, WI. We recognize having a diverse and inclusive organization allows us to benefit from a variety of perspectives and strengthens our ability to achieve our mission to best serve the residents of the Village. To promote equity in our community, we must first do the work to ensure our organization is diverse, equitable, and inclusive.

SCOPE OF WORK	
<p>The highly responsible professional work of this position involves assisting the Public Works Director in overseeing the financial operations of the municipal utility operations and providing key administrative support for the Public Works Department. It is also a hands-on position, which performs critical and routine financial activities as part of the management of the sewer, water, and stormwater utilities. Key responsibilities include customer billing, monitoring financial performance, projecting capital needs, forecasting the adequacy of revenue to meet expenditures, budgeting, audit compliance, accounts payable, maintaining inventory, meeting management, and other related tasks to support the operations of the Department and the services it provides.</p>	
SUPERVISION	
Received	Performs under the direction and general supervision of the Public Works Director but exercises considerable independent judgement in establishing work priorities and managing day to day administrative operations of the Department especially sewer, water, and stormwater utilities.
Exercised	Supervises a full-time Utility Billing Assistant that assist in the fulfillment of the administrative duties for the Department and related utilities.

ESSENTIAL JOB FUNCTIONS	
<ul style="list-style-type: none"> • Manages customer service expectations and relationships for the Public Works Department. • Assists the Public Works Director in administering the annual operating budget and monitoring revenues and expenditures in assigned areas to assure sound fiscal control. • <u>Accurately and consistently records time spent supporting public utilities functions and for all other Public Works and Parks activities for the purpose of allocating labor related costs between the public utilities and other Public Works activities.</u> • <u>Verifies timesheets for accuracy for all department employees.</u> 	

- Assists in administering agendas, packets, and minutes for the Public Works and Utilities Committee and the Parks and Recreation Committee.
- Completes all necessary paperwork within the Department related to Accounts Payable and Accounts Receivable as directed by the Public Works Director.
- Approves check refunds of applicable credits.
- Assists the Public Works Director in forecasting the impact of future capital investments and operational expenditures as well as associated impacts on revenue sources when necessary.
- Monitors and tracks impact fees for utilities, parks, and all other related impact fees related to the Department. Recommend to the Director of Public Works eligible projects to use impact fees.
- Maintains inventory and maintenance records for all related assets within the Department as applicable including annual review of asset replacement.
- Supervises the utility customer billing for residential, commercial, industrial, and government accounts for all utility services.
- Manages the financial performance of the utilities, including coordinating and leading the Village's independent auditors with rate cases and financial forecasting for the utilities, and reports findings to the Public Works Director to ensure that they maintain current and future financial stability.
- Coordinates and leads the Village's independent auditors with the annual of the utilities.
- Coordinates Park reservations and events within the Park system.
- Ensures the utility is operating in accordance with Public Service Commission (PSC), Wisconsin Department of Natural Resources (DNR), and Generally Accepted Accounting Principles (GAAP) rules and regulations including the submittal of required reports.
- Coordinates annual cross connection inspections for residential, commercial, and government accounts.
- Maintains storm water Equivalent Runoff Units (ERU) for all properties in the Village.
- Assists the Public Works Director in the day-to-day management of solid waste collection including residential garbage, recycling, and yard waste pickups/drop offs. Further responsibility for solid waste billing, associated record keeping, and related customer service.
- Coordinates with the Treasurer to administer tax certification process including but not limited to delinquent utility accounts, special assessments for solid waste collection, and all other applicably related charges for the annual property tax roll.
- Maintains data and process grant applications to support Department projects as well as process all necessary follow-up reports as directed by the Public Works Director.
- Maintains and schedules Village Park reservations.
- Performs other related duties as assigned.
- Provides effective and efficient customer service and promotes and maintains responsive community relations.
- Follows safe work practices.

OTHER JOB FUNCTIONS

- Performs related duties as assigned.

REQUIREMENTS OF WORK

- Bachelor's degree in accounting, finance, public, or business administration, or related field.
- Minimum of three to five (3-5) years of progressively responsible municipal accounting experience, public works administrative operations, and/or utility management.
- Any combination of education and experience which in the sole discretion of the Village would demonstrate the Employee's ability to meet the required knowledge, skills, and abilities for the position may also be considered.

KNOWLEDGE, ABILITY, AND SKILL

In addition to requirements of work, the individual should also have the following knowledge, abilities, and skills:

Knowledge of	<ul style="list-style-type: none"> • Modern theory, principles, and practices related to municipal public works operations. • Public finance and fiscal planning. • Public Works service delivery including facility, parks, solid waste, sanitary sewer, stormwater, streets, and water operations. • Budgetary, accounting and reporting systems as applicable to the Department. • Applicable federal and state laws, regulatory codes, and municipal ordinances and the ability to interpret and apply them in different situations. • Supervisory principles and practices. • Municipal accounting software, preferably Caselle Clarity.
Ability to	<ul style="list-style-type: none"> • Effectively communicate both orally and in writing. • Prepare and analyze complex financial reports. • Work independently and as part of a team to facilitate Department service responsibilities. • Maintain efficient and effective financial systems and procedures. • Establish effective working relationships with co-workers and other contacts. • Maintain excellent relations with the public. • Maintain a valid Wisconsin driver's license. • Assign and supervise the work of others; motivate employees to work toward common goals • Establish and maintain effective working relationships with elected officials, supervisors, coworkers, retirees, contractors, vendors, and the general public.
Skill in	<ul style="list-style-type: none"> • Identifying problems and opportunities; reviewing possible alternative courses of action before selecting one; utilizing information resources available when making decisions. • Communicating ideas and information effectively in both written and oral form. • Developing feasible, realistic solutions to problems; recommending actions designed to prevent problems from occurring; referring problems to supervisor when necessary. • Establishing systematic methods of accomplishing goals. • Effectively reading and understanding information contained in memoranda, reports, ordinances, codes, regulations, technical manuals, bulletins. • Learning, adopting, and applying new technology, computer systems and software programs. • Effectively following verbal or written instructions from supervisor. • Calculating basic arithmetic problems (addition, subtraction, multiplication, division) without aid of a calculator. • Setting priorities to meet assignment deadlines. • Public relations.

NECESSARY SPECIAL REQUIREMENTS

- Must possess or be able to obtain a valid Wisconsin driver's license.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work is performed mostly in an office setting; hand-eye coordination is necessary to operate computers and various pieces of office equipment. Specific vision abilities required by this job include close vision and the ability to adjust focus.
- While performing the duties of this job, the employee is frequently required to sit, stand, walk, talk and hear; use hands and fingers to handle, feel, or operate objects, tools, or controls and reach with hands and arms.
- The employee must occasionally lift and/or move up to 20 pounds.

Equipment Used

Personal computer with various software office applications (especially Microsoft Word and Excel) and web based financial management software (Caselle Clarity). Also may use printer, copy/fax machine, calculator, phone, adding machine, label maker, and handheld meter reading device.

Work Environment and Working Conditions

Works in a normal Public Works office setting with moderate noise levels. Some hours beyond a normal work week may be required. Attendance at a minimum of two evening meetings per month will be required.

Notes:

The above statements are intended to describe the general nature and level of work being performed by people assigned to do this job. The above is not intended to be an exhaustive list of all responsibilities and duties required. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

*External and internal applicants, as well as position incumbents who become disabled as defined under the Americans with Disabilities Act (ADA), must be able to perform the essential job functions (as listed) either unaided or with the assistance of a reasonable accommodation to be determined by management on a case-by-case basis.

This job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

The Village is an equal employment opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law.

Employee signature below indicates the employee's understanding of the requirements, essential functions and duties of the position.

Employee Signature _____

Date_____

Print Name _____

Factor 1: Education		Factor 2: Work Experience		Factor 3: Level of Discretion				
1	20	1	25		Minor	Moderate	Serious	Critical
2	40	2	50	Little	10	20	35	55
3	50	3	75	Some	15	25	45	70
4	60	4	100	Often	25	45	55	80
5	80	5	125	High	45	55	75	100
6	90			Very High	50	60	90	115
7	100							
License/ Certificate	+10							

Factor 4: Policy Development	
1	15
2	30
3	40
4	60
5	75
6	85
7*	100

Factor 5: Planning	
1	35
2	50
3	65
4	80
5	95
6*	110

Factor 6: Contact with Others	
1	15
2	30
3	45
4	60
5	75
6	85
7	100

Factor 7: Work of Others	
No Supv	0
1	10
2	25
3	40
4	65
5	80
6	85
7	95
8	105*

Factor 8: Working Conditions		
1	Office work only. Good working conditions with almost complete absence of physically demanding, unpleasant, strenuous, and/or hazardous elements.	15
2	Minimal external work or occasional exposure to physically demanding, unpleasant, strenuous, and/or hazardous situations.	30
3	Frequent exposure to physically demanding, unpleasant, strenuous, and/or hazardous elements.	45
4	Regular exposure to particularly physically demanding, unpleasant, strenuous, and/or hazardous elements, such as, dealing with inclement weather, operating heavy equipment, etc.	60
5	Continuous exposure to life threatening public safety situations which could jeopardize personal safety.	75

Factor 9: Technology	
1	0
2	10
3	30
4	50
5A	65
5B	65
6	75
7	85

TOTAL - 505

* These responses reserved for the highest-level of organization-wide authority, i.e. the Administrator/Manager



JOB EVALUATION INSTRUMENT
FACTOR 1: EDUCATION

This factor measures the minimum level of education required by the job that is normally acquired through formal instruction.

Level	Definition	Point Value
1	Level of knowledge that is below what is normally attained through high school graduation.	20
2	High school degree or equivalent (GED).	40
3	High school, plus elementary technical training, acquired on the job or through one year or less of technical or business school.	50
4	Extensive technical or specialized training such as that which would be acquired by an Associates Degree or two years of technical or business school.	60
5	Completion of four-year college degree program.	80
6	Additional professional level of education beyond a four-year college program, such as a CPA or Professional Engineer (P.E.) training.	90
7	Completion of graduate coursework equal to a Master's Degree or higher.	100
Add on to any level as needed	License or certificate required to perform job duties	10

JOB EVALUATION INSTRUMENT
FACTOR 2: WORK EXPERIENCE

This factor measures the amount of work experience an employee would need to possess before assuming full responsibility for the position and performing the work effectively.

Level	Definition	Point Value
1	Less than one year experience is required.	25
2	Between one year and three years experience is required.	50
3	Between four to six years experience is required.	75
4	Between seven to ten years experience is required.	100
5	More than ten years experience is required.	125

JOB EVALUATION INSTRUMENT
FACTOR 3: INDEPENDENT JUDGMENT & DECISION MAKING

This factor measures the level of discretion or judgment the individual exercises in making decisions and the potential impact of such decisions or judgments on the overall success of the organization and impact on the community.

Level of Discretion	Potential Impact of Erroneous Decisions or Judgment			
	Minor: Some inconvenience and delays but minor costs in terms of time, money, or public/employee good will.	Moderate: Moderate costs in time, money, or public/employee good will would be incurred. Delays in important projects/schedules likely	Serious: Important goals would not be achieved and the financial, employee, or public relations posture of the Organization would be seriously affected	Critical: Critical goals and objectives of the Organization would be adversely and very seriously affected. Error could likely result in critical financial loss, property damage, or bodily harm/loss of life
LITTLE: Little discretion or independent judgment exercised	10	20	35	55
SOME: Some discretion or judgment exercised, but supervisor is normally available	15	25	45	70
OFTEN: Job often requires making decisions in absence of specific policies and/or guidance from supervisors, but some direct guidance is received from supervisors	25	45	55	80
HIGH: High level of discretion with decisions restricted only by Departmental policies and little direct guidance from supervisors	45	55	75	100
VERY HIGH: Very high level of discretion with decisions only restricted by the broadest policies of the Organization	50	60	90	115

JOB EVALUATION INSTRUMENT
FACTOR 4: RESPONSIBILITY FOR POLICY DEVELOPMENT

This factor is a measure of the extent to which the position requires the employee to participate in the development of policies and procedures both within the department and between departments in the organization.

Level	Definition	Point Value
1	Position involves only the execution of policies or existing standard operating procedures.	15
2	May provide some input to supervisor when policies or standard operating procedures are updated.	30
3	Position involves some development of policies/procedures for the Department and/or the interpretation or explanation of departmental policies for others in the organization or residents.	40
4	Position involves significant or primary responsibility for the development of policies and procedures for a division or organizational component of a department, as well as the interpretation, execution and recommendation of changes to department policies.	60
5	Position involves significant or primary responsibility for the development of policies and procedures for an entire department, plus occasional participation in the development of policies which affect other departments in the organization.	75
6	Position involves the primary responsibility for the development of departmental policies and procedures and regular participation in the development of policies that affect other departments and occasionally involves participation in the development of organization-wide policies.	85
7	Position involves primary responsibility for the overall development of organization-wide policies.	100

JOB EVALUATION INSTRUMENT
FACTOR 5: PLANNING

This factor measures the degree to which the incumbent plans, either their own daily work or for the use of resources (manpower, equipment, supplies, etc.) in the attainment of departmental objectives and organization-wide goals.

Level	Definition	Point Value
1	Position requires that my daily work load and activities are assigned to me by my supervisor.	35
2	Position requires that I plan my own daily work load and work independently according to established procedures or standards.	50
3	Position requires that I plan my own daily work load and those of others in the department (first-level supervision).	65
4	Position requires an above average ability to analyze data and develop departmental plans, including plans where a number of difficult, technical and/or administrative problems must be addressed (Manager/Division level planning).	80
5	Position requires a high level of analytical ability to develop plans for a department or complex situation, including plans that involve integrating/involving/impacting other departments (Department Head level planning).	95
6	An extremely high level of planning and analysis is required for the entire organization. Work at this level often includes strategic planning for the organization, long range (five years or more) plans, etc (City Manager/Administrator level).	110

JOB EVALUATION INSTRUMENT
FACTOR 6: CONTACT WITH OTHERS

This factor considers the extent to which the employee requires meeting and dealing with the public and influencing other persons, as well as the level of authority the employee has to make commitments on behalf of the organization.

Level	Definition	Point Value
1	Position involves interaction with fellow workers on routine matters with relatively little public contact.	15
2	Position involves frequent internal and external contact, but generally on routine matters such as furnishing or obtaining information.	30
3	Position involves frequent internal contact and regular contact with outsiders generally on routine matters, including contacts with irate outsiders which require some public relations skill for taking complaints for others to follow up upon.	45
4	Position involves frequent internal and external contacts which require public relations skills in handling complaints. Contacts involve non-routine problems and require in-depth discussion and/or persuasion in order to resolve the problem. Handles more difficult contacts that are referred by front line employees.	60
5	Position involves frequent internal and external contacts which require skill in dealing with, and influencing others, and initiating changes in policy/procedures to address the issue so as to avoid having to deal with the issue again in the future.	75
6	Position involves frequent internal and external contacts in which position acts as the spokesperson for the department and is authorized to make commitments of significant resources on behalf of the department.	85
7	Position involves frequent internal and external contacts where position represents the entire organization and is authorized to make commitments in matters of broad or critical interest to the entire organization.	100

JOB EVALUATION INSTRUMENT
FACTOR 7: WORK OF OTHERS

This factor measures the extent to which the employee is responsible for determining work levels and work content for other employees.

Level	Size of Group	Point Value
0	No responsibility for the work of others.	0
1	Responsible for assigning work to an employee or employees, without acting in a supervisory role.	10
2	Responsible for the supervision of one full time or several part time employees.	25
3	Responsible for the supervision of two to five full time (or full time equivalent) employees.	40
4	Responsible for the supervision of six to 15 full time (or full time equivalent) employees.	65
5	Responsible for direct and/or indirect supervision of 16 to 29 full time (or full time equivalent) employees.	80
6	Responsible for direct and/or indirect supervision of 30 to 50 full time (or full time equivalent) employees.	85
7	Responsible for direct and/or indirect supervision of more than 51 full time (or full time equivalent) employees.	95
8	Responsible for direct and indirect supervision of the entire organization.	105

JOB EVALUATION INSTRUMENT
FACTOR 8: WORKING CONDITIONS

This factor considers the physical conditions surrounding the job that are beyond the employee's control, but which may be physically demanding, unpleasant, strenuous, and/or hazardous, and may impact the employee's physical well-being.

Level	Definition	Point Value
1	Office work only. Good working conditions with almost complete absence of physically demanding, unpleasant, strenuous, and/or hazardous elements.	15
2	Minimal external work or occasional exposure to physically demanding, unpleasant, strenuous, and/or hazardous situations.	30
3	Frequent exposure to physically demanding, unpleasant, strenuous, and/or hazardous elements.	45
4	Regular exposure to particularly physically demanding, unpleasant, strenuous, and/or hazardous elements such as dealing with inclement weather, operating heavy equipment, etc.	60
5	Continuous exposure to life threatening public safety situations which could jeopardize personal safety.	75

JOB EVALUATION INSTRUMENT
FACTOR 9: USE OF TECHNOLOGY/SPECIALIZED EQUIPMENT

This factor considers the extent to which the employee utilizes and supports technology, enhancing the efficiency and communication on behalf of the organization.

Level	Definition	Point Value
1	Position has no responsibility for, or use of, technology.	0
2	Position has some basic use of computers for data entry, and some use of the telephone, copier, etc.	10
3	Position has daily use of computers for data entry and use of the telephone, radios, fax machine, copier, etc. Position has daily use of light equipment such as push mowers, weed whackers, pole saws, custodial equipment, etc.	30
4	Position has daily use of computers, the Internet, Smartphones, etc. to create databases, spreadsheets, or reports. Position designs and creates customized reports, presentations, and/or documents using advanced software skills.	50
5A	Position provides routine consultation and technology support for everyday computer programming and/or software requests/questions to others in the organization; is an applications super user; or uses specialized software such as GIS, SCADA or telecommunications software.	65
5B	Position uses, repairs, and/or troubleshoots specialized equipment such as HVAC, lighting, gas flares, blowers, engines, heavy equipment, diagnostic equipment, large vehicles (vacuum trucks, street sweepers, fire apparatus) and/or medical or public safety equipment.	65
6	Position is responsible for advanced computer programming, system security, maintenance, training, and purchasing of items such as computers, printers, scanners, etc., for the computer system for the organization (IT personnel).	75
7	Position is responsible for the overall direction and supervision of the staff that are responsible for the computer and technology needs of the organization, including responsibility for developing technology policies for the organization (IT personnel).	85


VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Monday, November 27, 2023

SECTION: Business

DEPARTMENT: Administration

CONTACT: Lee Igl, Public Works Director, Cassandra Suettinger, Deputy Administrator/Clerk, Andrea Anderson, HR Generalist

AGENDA ITEM: Discussion and recommendation on updating the organizational chart of the Public Works Department

PREVIOUS ACTION:

ISSUE SUMMARY:

Staff also recommends an update of the organizational chart for the Public Works Department to include the transition of the Utility Billing Assistant from .75 FTE to 1.0 FTE and the addition of a 3rd Parks crew person to be hired in the 1st quarter of 2024.

FINANCIAL/BUDGET IMPACT:

Funding for all of the above changes are contained within the 2024 Budget.

VILLAGE PLAN REFERENCE:

[2022-2032 Future Staffing Plan](#)

ORDINANCE REFERENCE:

N/A

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

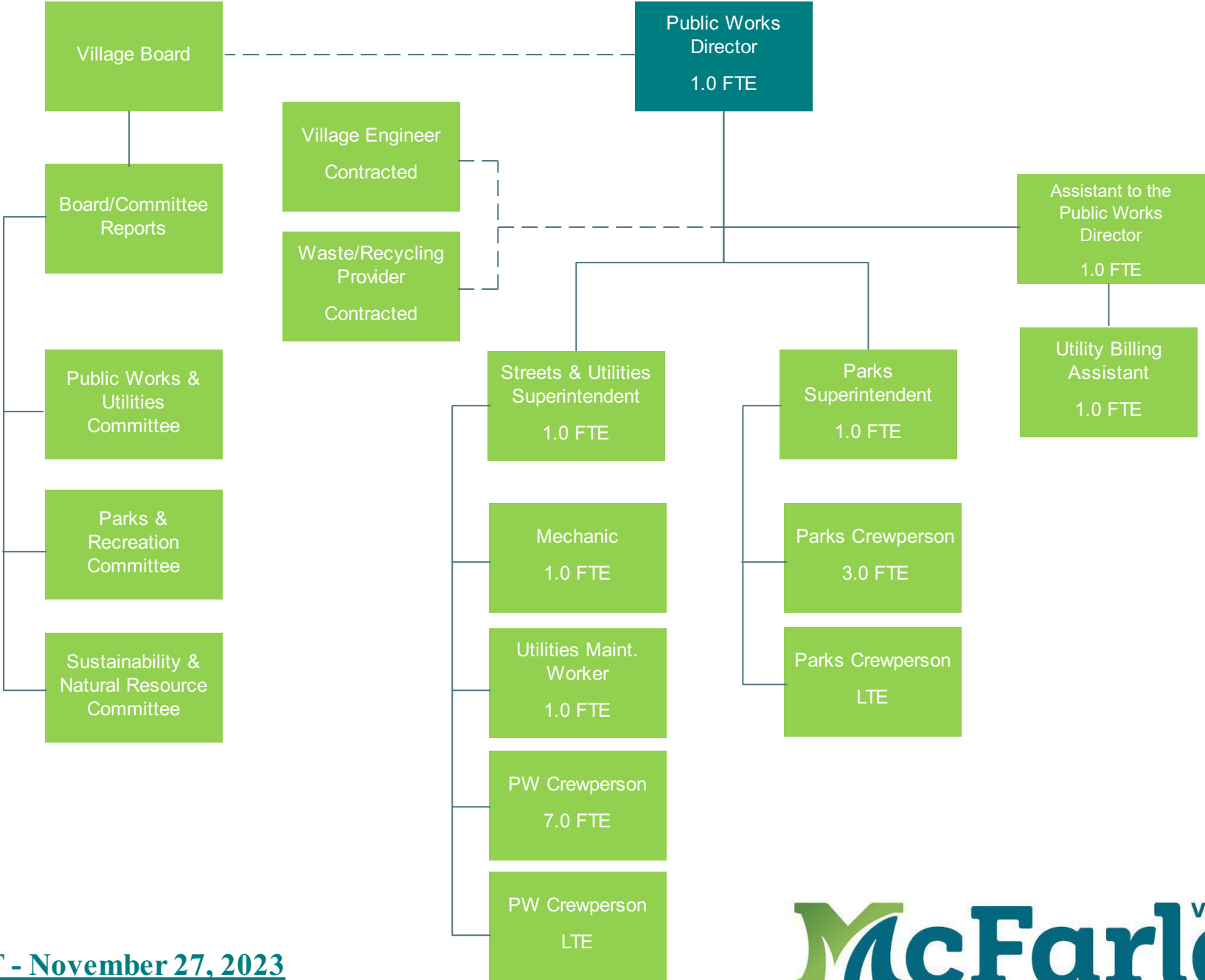
Recommended for approval.

Motion to recommend approval of updating the organizational chart of the Public Works Department.

ATTACHMENTS:

1. Public Works Organizational Chart DRAFT 11.27.2023

Public Works Department




VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Monday, November 27, 2023

SECTION: Business

DEPARTMENT: Administration

CONTACT: Matt Schuenke, Village Administrator, Cassandra Suettinger, Deputy Administrator/Clerk, Andrea Anderson, HR Generalist

AGENDA ITEM: Discussion and recommendation on the job description and classification to create the Communication Manager within the Village.

PREVIOUS ACTION:

On November 6th, the Personnel Committee discussed the proposal from staff to reorganize the Communication and Technology Department. [The full proposal can be found in the November 6, 2023 Personnel Packet by clicking here.](#)

ISSUE SUMMARY:

Based on the discussion from the last Personnel Committee meeting, and the general agreement of the Committee to advance reorganization of the communication and technology functions of the Village, staff has created updated position descriptions and scoring and classification accordingly. The first position description and scoring is for the Communication Manager within the Village. As was previously discussed, the Communication Manager position would be created within the Administration Department and begin the formation of a division structure accordingly in the department. The attached position description codifies the changes discussed, including the Communication Manager becoming the Public Information Officer for the Village and additional duties outlined in the Communications and Engagement Plan.

Scoring is also presented for discussion by the Personnel Committee. The proposed scoring takes into consideration duties of the position description, review of external comparable, and review of internal equity among other village positions and staff. Based on these considerations, staff proposed the Communication Manager be contained within grade 8 of the Village's pay range schedule, which has a salary range of \$63,468 - \$80,527.

Additionally, if the changes are approved, the Village would likely also need to pursue update the Village ordinance regarding Public Information Officer's duties.

FINANCIAL/BUDGET IMPACT:

Funding provided within the 2024 budget accounts for the status quo and covers the changes outlined above.

VILLAGE PLAN REFERENCE:

[2023 Communications and Engagement Plan.](#)



ORDINANCE REFERENCE:

N/A

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Recommended for discussion and possible recommendation.

Motion to recommend approval of the job description and classification to create the Communication Manager within the Village.

ATTACHMENTS:

1. Communications Manager Job Description 11.21.2023 - FINAL
2. Scoring Worksheet Communications Manager 11.17.2023

JOB OVERVIEW	
Job Title	Communications Manager
Department	Administration
Grade	8
Employment Status	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Limited Term Employment (LTE)
FLSA Status	<input type="checkbox"/> Exempt <input checked="" type="checkbox"/> Non-exempt

Our Commitment to Diversity, Equity, and Inclusion (DEI)

Diversity, equity, and inclusion form the basis of our work in the Village of McFarland, WI. We recognize having a diverse and inclusive organization allows us to benefit from a variety of perspectives and strengthens our ability to achieve our mission to best serve the residents of the Village. To promote equity in our community, we must first do the work to ensure our organization is diverse, equitable, and inclusive.

SCOPE OF WORK	
<p>This position is responsible for managing and implementing the communication needs of the Village including but not limited to developing internal and external communications strategies, serving as the Village’s Public Information Officer (PIO), creating content for all means of communication, overseeing the Village’s social media presence, managing the Village’s newsletters and website, and assisting in the coordination and promotion of Village and community engagement events. This position also oversees the operations of McFarland’s local Public, Education, and Government (PEG) channel (WMCF), the provision of audio-visual and technical support to the village, and the recording of Village government and community meetings and events.</p>	
SUPERVISION	
Received	Performs under the general direction and/or supervision of the Deputy Administrator/Clerk but is expected to exercise considerable independent judgment in setting work priorities, determining work procedures, and managing the day-to-day operations of the Communications division.
Exercised	Provides direction and supervision to the Media Producer and Camera Operators.

ESSENTIAL JOB FUNCTIONS	
<ul style="list-style-type: none"> • Develops communication strategy, initiatives, and engagement opportunities to ensure internal and external understanding of key Village initiatives and current projects. • Acts as the Public Information Officer with duties to include: <ul style="list-style-type: none"> ○ Proactively building mutually beneficial relationships between the Village and its public. ○ Responds to media inquiries and public information requests in a timely and accurate manner, sometimes acting as the Village’s official spokesperson. ○ Oversees the development and distribution of press releases to media contacts. ○ Serves as liaison between the Village and media contacts and provides guidance and assistance to Village staff and trustees regarding media relations. ○ Arranges press conferences and other special media events as directed. 	

- Coordinates public information and media relations during an emergency, in accordance with the Village’s crisis communications plan.
- Creates content for online and print materials including reports, advertising, and news releases for mass distribution. Drafts articles and reports on the status of major initiatives for distribution to Village Board, the public, staff, and community stakeholders.
- Coordinates implementation of social media tools, technology, and other forms of electronic communication to keep the public informed of Village programs, services, accomplishments, and other pertinent information.
- Provides graphic design and Village branding protocol across all Village departments.
- Manages the development, compiling, and distribution of the Village newsletter and e-newsletter.
- Manages and oversees updates to the Village website.
- Provides support to departments as needed with creation and updates of their specific webpages.
- Assists in coordination and promotion of Village and community engagement events as directed by Village leadership.
- Documents applicable internal policies, work methods, and procedures for the Communication functions of the Administration department and the Village.
- Purchases, maintains, and replaces equipment and supplies for the Communications division.
- Assists with the setup and use of the Emergency Operations Center (EOC)
- Supervises and oversees the work of the Media Producer and the Camera Operators for the recording of government meetings and community events, and for the technical and programming operations of the Village’s cable channel, WMCF, including ensuring the reliability and technical quality of WMCF’s broadcast signal and programming and operation of video, audio and related equipment used in the recording and production of Village programs.
- Responds to citizen inquiries or complaints relating to the Village’s communications services.
- Follows safe work practices.
- Provides effective and efficient customer service and promotes and maintains responsive community relations.

OTHER JOB FUNCTIONS

- Performs related duties as assigned.

REQUIREMENTS OF WORK

- Bachelor’s degree in communications, marketing, journalism, public relations, or a related field.
- Minimum of 1 to 3 years of professional experience in communications, marketing, journalism, public relations, or closely related field.
- Any combination of education and experience which in the sole discretion of the Village would demonstrate employee’s ability to meet the required knowledge, skills, and abilities for the position.

KNOWLEDGE, ABILITY, AND SKILL

In addition to requirements of work, the individual should also have the following knowledge, abilities, and skills:

Knowledge of

- Strategies and best practices for promoting Village events and programs.
- Principles and methods of public outreach, relations, and engagement.
- Website administration, social media platforms, and other forms of electronic communication, including best practices for use and optimization.
- Basic knowledge of municipal network administration principles and practices.

	<ul style="list-style-type: none"> The cultural context of interactions with individuals of diverse backgrounds that includes sex, race, religion, creed, color, national origin, age, disability, sexual orientation, ancestry, marital status, arrest or conviction record, military service, or any other legally protected status.
Ability to	<ul style="list-style-type: none"> Create clear, concise, effective, professional, and grammatically and factually accurate content. Work independently with a minimum amount of supervision. Plan, organize, and prioritize multiple competing projects and tasks often under tight deadlines. Proficiently develop web, print, and electronic content. Make sound decisions and communicate effectively with members of the press and public with little advance notice. Effectively manage and respond when necessary to negative comments and media attention. Proficiently use Microsoft Office and Adobe software, as well as applicable design programs.. Monitor social media and media inquiries on weekends and evenings and respond as appropriate to occasional, urgent-only situations. Plan, assign and supervise the work of others; motivate employees to work toward common goals. Attend meetings or events in the evening or on weekends when needed. Handle confidential and sensitive information. Establish and maintain effective working relationships with elected officials, supervisors, coworkers, contractors, vendors, media, and the public.
Skill in	<ul style="list-style-type: none"> Oral and written communications. Vocabulary, grammar, and proofreading. Utilizing social media platforms. Strategic thinking and decision making. Public relations and presenting.

NECESSARY SPECIAL REQUIREMENTS

- Must possess or have the ability to obtain a valid Wisconsin driver's license.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work is performed mostly in an office setting; hand-eye coordination is necessary to operate computers and various pieces of office equipment. Specific vision abilities required by this job include close vision and the ability to adjust focus.
- While performing the duties of this job, the employee is frequently required to sit, stand, walk, talk and hear; use hands and fingers to handle, feel, or operate objects, tools, or controls and reach with hands and arms.
- The employee must occasionally lift and/or move up to 20 pounds.

Notes:

The above statements are intended to describe the general nature and level of work being performed by people assigned to do this job. The above is not intended to be an exhaustive list of all responsibilities and duties required. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

*External and internal applicants, as well as position incumbents who become disabled as defined under the Americans with Disabilities Act (ADA), must be able to perform the essential job functions (as listed) either unaided or with the assistance of a reasonable accommodation to be determined by management on a case-by-case basis.

This job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

The Village is an equal employment opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law.

Employee signature below indicates the employee's understanding of the requirements, essential functions and duties of the position.

Employee Signature _____ Date _____

Print Name _____

Factor 1: Education		Factor 2: Work Experience		Factor 3: Level of Discretion				
1	20	1	25		Minor	Moderate	Serious	Critical
2	40	2	50	Little	10	20	35	55
3	50	3	75	Some	15	25	45	70
4	60	4	100	Often	25	45	55	80
5	80	5	125	High	45	55	75	100
6	90			Very High	50	60	90	115
7	100							
License/ Certificate	+10							

Factor 4: Policy Development	
1	15
2	30
3	40
4	60
5	75
6	85
7*	100

Factor 5: Planning	
1	35
2	50
3	65
4	80
5	95
6*	110

Factor 6: Contact with Others	
1	15
2	30
3	45
4	60
5	75
6	85
7	100

Factor 7: Work of Others	
No Supv	0
1	10
2	25
3	40
4	65
5	80
6	85
7	95
8	105*

Factor 8: Working Conditions		
1	Office work only. Good working conditions with almost complete absence of physically demanding, unpleasant, strenuous, and/or hazardous elements.	15
2	Minimal external work or occasional exposure to physically demanding, unpleasant, strenuous, and/or hazardous situations.	30
3	Frequent exposure to physically demanding, unpleasant, strenuous, and/or hazardous elements.	45
4	Regular exposure to particularly physically demanding, unpleasant, strenuous, and/or hazardous elements, such as, dealing with inclement weather, operating heavy equipment, etc.	60
5	Continuous exposure to life threatening public safety situations which could jeopardize personal safety.	75

Factor 9: Technology	
1	0
2	10
3	30
4	50
5A	65
5B	65
6	75
7	85

TOTAL - 510

* These responses reserved for the highest-level of organization-wide authority, i.e. the Administrator/Manager



JOB EVALUATION INSTRUMENT
FACTOR 1: EDUCATION

This factor measures the minimum level of education required by the job that is normally acquired through formal instruction.

Level	Definition	Point Value
1	Level of knowledge that is below what is normally attained through high school graduation.	20
2	High school degree or equivalent (GED).	40
3	High school, plus elementary technical training, acquired on the job or through one year or less of technical or business school.	50
4	Extensive technical or specialized training such as that which would be acquired by an Associates Degree or two years of technical or business school.	60
5	Completion of four-year college degree program.	80
6	Additional professional level of education beyond a four-year college program, such as a CPA or Professional Engineer (P.E.) training.	90
7	Completion of graduate coursework equal to a Master's Degree or higher.	100
Add on to any level as needed	License or certificate required to perform job duties	10

JOB EVALUATION INSTRUMENT
FACTOR 2: WORK EXPERIENCE

This factor measures the amount of work experience an employee would need to possess before assuming full responsibility for the position and performing the work effectively.

Level	Definition	Point Value
1	Less than one year experience is required.	25
2	Between one year and three years experience is required.	50
3	Between four to six years experience is required.	75
4	Between seven to ten years experience is required.	100
5	More than ten years experience is required.	125

JOB EVALUATION INSTRUMENT
FACTOR 3: INDEPENDENT JUDGMENT & DECISION MAKING

This factor measures the level of discretion or judgment the individual exercises in making decisions and the potential impact of such decisions or judgments on the overall success of the organization and impact on the community.

Level of Discretion	Potential Impact of Erroneous Decisions or Judgment			
	Minor: Some inconvenience and delays but minor costs in terms of time, money, or public/employee good will.	Moderate: Moderate costs in time, money, or public/employee good will would be incurred. Delays in important projects/schedules likely	Serious: Important goals would not be achieved and the financial, employee, or public relations posture of the Organization would be seriously affected	Critical: Critical goals and objectives of the Organization would be adversely and very seriously affected. Error could likely result in critical financial loss, property damage, or bodily harm/loss of life
LITTLE: Little discretion or independent judgment exercised	10	20	35	55
SOME: Some discretion or judgment exercised, but supervisor is normally available	15	25	45	70
OFTEN: Job often requires making decisions in absence of specific policies and/or guidance from supervisors, but some direct guidance is received from supervisors	25	45	55	80
HIGH: High level of discretion with decisions restricted only by Departmental policies and little direct guidance from supervisors	45	55	75	100
VERY HIGH: Very high level of discretion with decisions only restricted by the broadest policies of the Organization	50	60	90	115

JOB EVALUATION INSTRUMENT
FACTOR 4: RESPONSIBILITY FOR POLICY DEVELOPMENT

This factor is a measure of the extent to which the position requires the employee to participate in the development of policies and procedures both within the department and between departments in the organization.

Level	Definition	Point Value
1	Position involves only the execution of policies or existing standard operating procedures.	15
2	May provide some input to supervisor when policies or standard operating procedures are updated.	30
3	Position involves some development of policies/procedures for the Department and/or the interpretation or explanation of departmental policies for others in the organization or residents.	40
4	Position involves significant or primary responsibility for the development of policies and procedures for a division or organizational component of a department, as well as the interpretation, execution and recommendation of changes to department policies.	60
5	Position involves significant or primary responsibility for the development of policies and procedures for an entire department, plus occasional participation in the development of policies which affect other departments in the organization.	75
6	Position involves the primary responsibility for the development of departmental policies and procedures and regular participation in the development of policies that affect other departments and occasionally involves participation in the development of organization-wide policies.	85
7	Position involves primary responsibility for the overall development of organization-wide policies.	100

JOB EVALUATION INSTRUMENT
FACTOR 5: PLANNING

This factor measures the degree to which the incumbent plans, either their own daily work or for the use of resources (manpower, equipment, supplies, etc.) in the attainment of departmental objectives and organization-wide goals.

Level	Definition	Point Value
1	Position requires that my daily work load and activities are assigned to me by my supervisor.	35
2	Position requires that I plan my own daily work load and work independently according to established procedures or standards.	50
3	Position requires that I plan my own daily work load and those of others in the department (first-level supervision).	65
4	Position requires an above average ability to analyze data and develop departmental plans, including plans where a number of difficult, technical and/or administrative problems must be addressed (Manager/Division level planning).	80
5	Position requires a high level of analytical ability to develop plans for a department or complex situation, including plans that involve integrating/involving/impacting other departments (Department Head level planning).	95
6	An extremely high level of planning and analysis is required for the entire organization. Work at this level often includes strategic planning for the organization, long range (five years or more) plans, etc (City Manager/Administrator level).	110

JOB EVALUATION INSTRUMENT
FACTOR 6: CONTACT WITH OTHERS

This factor considers the extent to which the employee requires meeting and dealing with the public and influencing other persons, as well as the level of authority the employee has to make commitments on behalf of the organization.

Level	Definition	Point Value
1	Position involves interaction with fellow workers on routine matters with relatively little public contact.	15
2	Position involves frequent internal and external contact, but generally on routine matters such as furnishing or obtaining information.	30
3	Position involves frequent internal contact and regular contact with outsiders generally on routine matters, including contacts with irate outsiders which require some public relations skill for taking complaints for others to follow up upon.	45
4	Position involves frequent internal and external contacts which require public relations skills in handling complaints. Contacts involve non-routine problems and require in-depth discussion and/or persuasion in order to resolve the problem. Handles more difficult contacts that are referred by front line employees.	60
5	Position involves frequent internal and external contacts which require skill in dealing with, and influencing others, and initiating changes in policy/procedures to address the issue so as to avoid having to deal with the issue again in the future.	75
6	Position involves frequent internal and external contacts in which position acts as the spokesperson for the department and is authorized to make commitments of significant resources on behalf of the department.	85
7	Position involves frequent internal and external contacts where position represents the entire organization and is authorized to make commitments in matters of broad or critical interest to the entire organization.	100

JOB EVALUATION INSTRUMENT
FACTOR 7: WORK OF OTHERS

This factor measures the extent to which the employee is responsible for determining work levels and work content for other employees.

Level	Size of Group	Point Value
0	No responsibility for the work of others.	0
1	Responsible for assigning work to an employee or employees, without acting in a supervisory role.	10
2	Responsible for the supervision of one full time or several part time employees.	25
3	Responsible for the supervision of two to five full time (or full time equivalent) employees.	40
4	Responsible for the supervision of six to 15 full time (or full time equivalent) employees.	65
5	Responsible for direct and/or indirect supervision of 16 to 29 full time (or full time equivalent) employees.	80
6	Responsible for direct and/or indirect supervision of 30 to 50 full time (or full time equivalent) employees.	85
7	Responsible for direct and/or indirect supervision of more than 51 full time (or full time equivalent) employees.	95
8	Responsible for direct and indirect supervision of the entire organization.	105

JOB EVALUATION INSTRUMENT
FACTOR 8: WORKING CONDITIONS

This factor considers the physical conditions surrounding the job that are beyond the employee's control, but which may be physically demanding, unpleasant, strenuous, and/or hazardous, and may impact the employee's physical well-being.

Level	Definition	Point Value
1	Office work only. Good working conditions with almost complete absence of physically demanding, unpleasant, strenuous, and/or hazardous elements.	15
2	Minimal external work or occasional exposure to physically demanding, unpleasant, strenuous, and/or hazardous situations.	30
3	Frequent exposure to physically demanding, unpleasant, strenuous, and/or hazardous elements.	45
4	Regular exposure to particularly physically demanding, unpleasant, strenuous, and/or hazardous elements such as dealing with inclement weather, operating heavy equipment, etc.	60
5	Continuous exposure to life threatening public safety situations which could jeopardize personal safety.	75

JOB EVALUATION INSTRUMENT
FACTOR 9: USE OF TECHNOLOGY/SPECIALIZED EQUIPMENT

This factor considers the extent to which the employee utilizes and supports technology, enhancing the efficiency and communication on behalf of the organization.

Level	Definition	Point Value
1	Position has no responsibility for, or use of, technology.	0
2	Position has some basic use of computers for data entry, and some use of the telephone, copier, etc.	10
3	Position has daily use of computers for data entry and use of the telephone, radios, fax machine, copier, etc. Position has daily use of light equipment such as push mowers, weed whackers, pole saws, custodial equipment, etc.	30
4	Position has daily use of computers, the Internet, Smartphones, etc. to create databases, spreadsheets, or reports. Position designs and creates customized reports, presentations, and/or documents using advanced software skills.	50
5A	Position provides routine consultation and technology support for everyday computer programming and/or software requests/questions to others in the organization; is an applications super user; or uses specialized software such as GIS, SCADA or telecommunications software.	65
5B	Position uses, repairs, and/or troubleshoots specialized equipment such as HVAC, lighting, gas flares, blowers, engines, heavy equipment, diagnostic equipment, large vehicles (vacuum trucks, street sweepers, fire apparatus) and/or medical or public safety equipment.	65
6	Position is responsible for advanced computer programming, system security, maintenance, training, and purchasing of items such as computers, printers, scanners, etc., for the computer system for the organization (IT personnel).	75
7	Position is responsible for the overall direction and supervision of the staff that are responsible for the computer and technology needs of the organization, including responsibility for developing technology policies for the organization (IT personnel).	85


VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Monday, November 27, 2023

SECTION: Business

DEPARTMENT: Administration

CONTACT:

AGENDA ITEM: Discussion and recommendation on reclassification of the Media Producer position.

PREVIOUS ACTION:

ISSUE SUMMARY:

Also as part of the reorganization, attached is the updated Media Producer position description and reclassification. Updates to the position align the position with the cable channel and meeting aspects of the department, as well as providing assistance for some of the AV functions of the department. This transition also accounts for the Village bringing on additional consultation for AV related installation and troubleshooting as opposed to having an in-house position dedicated to these duties. The Media Producer oversees these aspects of the division as well as continues to focus on media creation within the Village for the various communication mediums the Village utilizes.

With the increase in duties, staff is also recommending the Media Producer position be reclassified from Grade 4 to Grade 5. Grade 5 has a salary range of \$49,341 to \$62,525.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Media Producer Job Description - FINAL - REDLINES- 11.21.2023
2. Scoring Worksheet - Media Producer 11.17.2023

JOB OVERVIEW	
Job Title	Media Producer
Department	Communications and Technology
Grade	4-5
Employment Status	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Limited Term Employment (LTE)
FLSA Status	<input type="checkbox"/> Exempt <input checked="" type="checkbox"/> Non-exempt

Our Commitment to Diversity, Equity, and Inclusion (DEI)

Diversity, equity, and inclusion form the basis of our work in the Village of McFarland, WI. We recognize having a diverse and inclusive organization allows us to benefit from a variety of perspectives and strengthens our ability to achieve our mission to best serve the residents of the Village. To promote equity in our community, we must first do the work to ensure our organization is diverse, equitable, and inclusive.

SCOPE OF WORK	
<p>This position is responsible for recording, editing, and scheduling cable programs to be featured on WMCF and YouTube channels. WMCF is the Public, Education, or Government (PEG) Channel for the Village of McFarland. The Media Producer also oversees the recording, editing and distribution of recordings of government meetings, community events, etc., and is responsible for the staff scheduling for these events. This position holds additional responsibilities including the creation of visual and audio content, still photography, maintenance of a video library, as well as AV support provided within the Organization.</p>	
SUPERVISION	
Received	Performs under the direction and general supervision of the Communications and Technology Director.
Exercised	Provides assignments and in-direct supervision to the Camera Operators.

ESSENTIAL JOB FUNCTIONS	
<ul style="list-style-type: none"> Operates video, audio, and related equipment used in the recording and production of WMCF programs. Determines the schedule and airing of all programs, public service announcements, and updates public information announcements on WMCF. Assists in ensuring the reliability and technical quality of WMCF McFarland Cable’s broadcast signal. As well as coordinating as necessary with current telecommunications companies regarding cable franchising, engineering, and signal quality matters to resolve any issues. Monitors the audio and video quality of programming, troubleshoots equipment or technical problems, and takes appropriate action to resolve problems when able, or contacts the appropriate resources to assist in the resolution. Assists with the documenting of internal policies, work methods, and procedures specifically in relation to Village technology and the cable channel(s). Responds to citizen inquiries or complaints relating to technical aspects of WMCF McFarland Cable services. 	

- Records, edits, and distributes recordings of government meetings, community events, school events, and other content as determined by their supervisor.
- Oversees the coordination of staff recording schedule.
- Oversee various live and/or recorded productions.
- Collaborates and maintains relationships with independent producers associated with WMCF.
- Creates, edits, and distributes visual and audio content for Village departments, trainings, website and social media.
- Responsible for still photography to support operations as needed and assigned.
- Maintains a video library of previous broadcasts and supplies copies to various departments as required.
- Provides audio/video taping services to other Village departments.
- Assists with maintenance of video and audio equipment.
- Assists as needed with content distribution and updating of the Village website.
- May also respond to communications or communications technology related issues within the organization.
- Provides effective and efficient customer service and promotes and maintains responsive community relations.
- Follows safe work practices.

OTHER JOB FUNCTIONS

- Performs related duties as assigned.

REQUIREMENTS OF WORK

- High school diploma or GED equivalency is required.
- Associate’s degree in a field related to production and/or cablecasting of television programming is preferred.
- Minimum of ~~three (3)~~ 2 to 3 years’ experience in videography or local cable access ~~is desired~~.
- Any combination of education and experience which in the sole discretion of the Village would demonstrate the Employee’s ability to meet the required knowledge, skills, and abilities for the position.

KNOWLEDGE, ABILITY, AND SKILL

In addition to requirements of work, the individual should also have the following knowledge, abilities, and skills:

Knowledge of

- Principles and practices of local cable access channel operations.
- Videography as well as the principles and practices of video production.
- Video editing software and techniques.
- Television studio operations.
- Basic knowledge of municipal network administration principles and practices.
- Specialized equipment associated with the recording, editing, production, and airing of cable television programming including video cameras, remote cameras, video servers, audio mixer, studio switcher, and video editing software.
- Use of computers and software to create and manipulate video, images, graphics, and text.
- Pertinent law, regulatory codes, and municipal ordinances.
- The measures and standards by which the efficiency, effectiveness, and quality of PEG access channel operations can be evaluated.
- The cultural context of interactions with individuals of diverse backgrounds that includes sex, race, religion, creed, color, national origin, age, disability, sexual orientation, ancestry, marital status, arrest or conviction record, military service, or any other legally protected status.

Ability to	<ul style="list-style-type: none"> • Operate video and audio production equipment, including with the use of a variety of software applications, phones, printers, copiers, and motor vehicles. • Proficiently develop web, print, and electronic content. • Use computers in the production of live or recorded cable programs. • Capture quality video and audio content of productions for programs. • Troubleshoot and correct technical problems. • Interpret and implement policy and procedural direction from supervisors. • Work independently with minimum of supervision. • Attend meetings or events in the evening or on weekends when needed. • Establish and maintain effective working relationships with elected officials, supervisors, coworkers, retirees, contractors, vendors, and the public.
Skill in	<ul style="list-style-type: none"> • Oral and written communications. • Trouble shooting and problem solving. • Public relations.

NECESSARY SPECIAL REQUIREMENTS

- Must possess or be able to obtain a valid WI driver’s license.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work is performed mostly in an office setting with moderate noise levels; hand-eye coordination is necessary to operate computers and various pieces of office equipment. Specific vision abilities required by this job include close vision and the ability to adjust focus.
- While performing the duties of this job, the employee is frequently required to sit, stand, walk, talk and hear; use hands and fingers to handle, feel, or operate objects, tools, or controls and reach with hands and arms.
- Occasionally requires work in an outdoor setting in uncontrolled weather conditions when holding a production in the field.
- Attendance of recording various evening events is required.

The employee must occasionally lift and/or move up to 70 pounds.

Notes:

The above statements are intended to describe the general nature and level of work being performed by people assigned to do this job. The above is not intended to be an exhaustive list of all responsibilities and duties required. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

*External and internal applicants, as well as position incumbents who become disabled as defined under the Americans with Disabilities Act (ADA), must be able to perform the essential job functions (as listed) either unaided or with the assistance of a reasonable accommodation to be determined by management on a case-by-case basis.

This job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

The Village is an equal employment opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law.

Employee signature below indicates the employee's understanding of the requirements, essential functions and duties of the position.

Employee Signature _____

Date_____

Print Name _____

Factor 1: Education		Factor 2: Work Experience		Factor 3: Level of Discretion				
1	20	1	25		Minor	Moderate	Serious	Critical
2	40	2	50	Little	10	20	35	55
3	50	3	75	Some	15	25	45	70
4	60	4	100	Often	25	45	55	80
5	80	5	125	High	45	55	75	100
6	90			Very High	50	60	90	115
7	100							
License/ Certificate	+10							

Factor 4: Policy Development	
1	15
2	30
3	40
4	60
5	75
6	85
7*	100

Factor 5: Planning	
1	35
2	50
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5	95
6*	110

Factor 6: Contact with Others	
1	15
2	30
3	45
4	60
5	75
6	85
7	100

Factor 7: Work of Others	
No Supv	0
1	10
2	25
3	40
4	65
5	80
6	85
7	95
8	105*

Factor 8: Working Conditions		
1	Office work only. Good working conditions with almost complete absence of physically demanding, unpleasant, strenuous, and/or hazardous elements.	15
2	Minimal external work or occasional exposure to physically demanding, unpleasant, strenuous, and/or hazardous situations.	30
3	Frequent exposure to physically demanding, unpleasant, strenuous, and/or hazardous elements.	45
4	Regular exposure to particularly physically demanding, unpleasant, strenuous, and/or hazardous elements, such as, dealing with inclement weather, operating heavy equipment, etc.	60
5	Continuous exposure to life threatening public safety situations which could jeopardize personal safety.	75

Factor 9: Technology	
1	0
2	10
3	30
4	50
5A	65
5B	65
6	75
7	85

TOTAL - 385

* These responses reserved for the highest-level of organization-wide authority, i.e. the Administrator/Manager



JOB EVALUATION INSTRUMENT
FACTOR 1: EDUCATION

This factor measures the minimum level of education required by the job that is normally acquired through formal instruction.

Level	Definition	Point Value
1	Level of knowledge that is below what is normally attained through high school graduation.	20
2	High school degree or equivalent (GED).	40
3	High school, plus elementary technical training, acquired on the job or through one year or less of technical or business school.	50
4	Extensive technical or specialized training such as that which would be acquired by an Associates Degree or two years of technical or business school.	60
5	Completion of four-year college degree program.	80
6	Additional professional level of education beyond a four-year college program, such as a CPA or Professional Engineer (P.E.) training.	90
7	Completion of graduate coursework equal to a Master's Degree or higher.	100
Add on to any level as needed	License or certificate required to perform job duties	10

JOB EVALUATION INSTRUMENT
FACTOR 2: WORK EXPERIENCE

This factor measures the amount of work experience an employee would need to possess before assuming full responsibility for the position and performing the work effectively.

Level	Definition	Point Value
1	Less than one year experience is required.	25
2	Between one year and three years experience is required.	50
3	Between four to six years experience is required.	75
4	Between seven to ten years experience is required.	100
5	More than ten years experience is required.	125

JOB EVALUATION INSTRUMENT
FACTOR 3: INDEPENDENT JUDGMENT & DECISION MAKING

This factor measures the level of discretion or judgment the individual exercises in making decisions and the potential impact of such decisions or judgments on the overall success of the organization and impact on the community.

Level of Discretion	Potential Impact of Erroneous Decisions or Judgment			
	Minor: Some inconvenience and delays but minor costs in terms of time, money, or public/employee good will.	Moderate: Moderate costs in time, money, or public/employee good will would be incurred. Delays in important projects/schedules likely	Serious: Important goals would not be achieved and the financial, employee, or public relations posture of the Organization would be seriously affected	Critical: Critical goals and objectives of the Organization would be adversely and very seriously affected. Error could likely result in critical financial loss, property damage, or bodily harm/loss of life
LITTLE: Little discretion or independent judgment exercised	10	20	35	55
SOME: Some discretion or judgment exercised, but supervisor is normally available	15	25	45	70
OFTEN: Job often requires making decisions in absence of specific policies and/or guidance from supervisors, but some direct guidance is received from supervisors	25	45	55	80
HIGH: High level of discretion with decisions restricted only by Departmental policies and little direct guidance from supervisors	45	55	75	100
VERY HIGH: Very high level of discretion with decisions only restricted by the broadest policies of the Organization	50	60	90	115

JOB EVALUATION INSTRUMENT
FACTOR 4: RESPONSIBILITY FOR POLICY DEVELOPMENT

This factor is a measure of the extent to which the position requires the employee to participate in the development of policies and procedures both within the department and between departments in the organization.

Level	Definition	Point Value
1	Position involves only the execution of policies or existing standard operating procedures.	15
2	May provide some input to supervisor when policies or standard operating procedures are updated.	30
3	Position involves some development of policies/procedures for the Department and/or the interpretation or explanation of departmental policies for others in the organization or residents.	40
4	Position involves significant or primary responsibility for the development of policies and procedures for a division or organizational component of a department, as well as the interpretation, execution and recommendation of changes to department policies.	60
5	Position involves significant or primary responsibility for the development of policies and procedures for an entire department, plus occasional participation in the development of policies which affect other departments in the organization.	75
6	Position involves the primary responsibility for the development of departmental policies and procedures and regular participation in the development of policies that affect other departments and occasionally involves participation in the development of organization-wide policies.	85
7	Position involves primary responsibility for the overall development of organization-wide policies.	100

JOB EVALUATION INSTRUMENT
FACTOR 5: PLANNING

This factor measures the degree to which the incumbent plans, either their own daily work or for the use of resources (manpower, equipment, supplies, etc.) in the attainment of departmental objectives and organization-wide goals.

Level	Definition	Point Value
1	Position requires that my daily work load and activities are assigned to me by my supervisor.	35
2	Position requires that I plan my own daily work load and work independently according to established procedures or standards.	50
3	Position requires that I plan my own daily work load and those of others in the department (first-level supervision).	65
4	Position requires an above average ability to analyze data and develop departmental plans, including plans where a number of difficult, technical and/or administrative problems must be addressed (Manager/Division level planning).	80
5	Position requires a high level of analytical ability to develop plans for a department or complex situation, including plans that involve integrating/involving/impacting other departments (Department Head level planning).	95
6	An extremely high level of planning and analysis is required for the entire organization. Work at this level often includes strategic planning for the organization, long range (five years or more) plans, etc (City Manager/Administrator level).	110

JOB EVALUATION INSTRUMENT
FACTOR 6: CONTACT WITH OTHERS

This factor considers the extent to which the employee requires meeting and dealing with the public and influencing other persons, as well as the level of authority the employee has to make commitments on behalf of the organization.

Level	Definition	Point Value
1	Position involves interaction with fellow workers on routine matters with relatively little public contact.	15
2	Position involves frequent internal and external contact, but generally on routine matters such as furnishing or obtaining information.	30
3	Position involves frequent internal contact and regular contact with outsiders generally on routine matters, including contacts with irate outsiders which require some public relations skill for taking complaints for others to follow up upon.	45
4	Position involves frequent internal and external contacts which require public relations skills in handling complaints. Contacts involve non-routine problems and require in-depth discussion and/or persuasion in order to resolve the problem. Handles more difficult contacts that are referred by front line employees.	60
5	Position involves frequent internal and external contacts which require skill in dealing with, and influencing others, and initiating changes in policy/procedures to address the issue so as to avoid having to deal with the issue again in the future.	75
6	Position involves frequent internal and external contacts in which position acts as the spokesperson for the department and is authorized to make commitments of significant resources on behalf of the department.	85
7	Position involves frequent internal and external contacts where position represents the entire organization and is authorized to make commitments in matters of broad or critical interest to the entire organization.	100

JOB EVALUATION INSTRUMENT
FACTOR 7: WORK OF OTHERS

This factor measures the extent to which the employee is responsible for determining work levels and work content for other employees.

Level	Size of Group	Point Value
0	No responsibility for the work of others.	0
1	Responsible for assigning work to an employee or employees, without acting in a supervisory role.	10
2	Responsible for the supervision of one full time or several part time employees.	25
3	Responsible for the supervision of two to five full time (or full time equivalent) employees.	40
4	Responsible for the supervision of six to 15 full time (or full time equivalent) employees.	65
5	Responsible for direct and/or indirect supervision of 16 to 29 full time (or full time equivalent) employees.	80
6	Responsible for direct and/or indirect supervision of 30 to 50 full time (or full time equivalent) employees.	85
7	Responsible for direct and/or indirect supervision of more than 51 full time (or full time equivalent) employees.	95
8	Responsible for direct and indirect supervision of the entire organization.	105

JOB EVALUATION INSTRUMENT
FACTOR 8: WORKING CONDITIONS

This factor considers the physical conditions surrounding the job that are beyond the employee's control, but which may be physically demanding, unpleasant, strenuous, and/or hazardous, and may impact the employee's physical well-being.

Level	Definition	Point Value
1	Office work only. Good working conditions with almost complete absence of physically demanding, unpleasant, strenuous, and/or hazardous elements.	15
2	Minimal external work or occasional exposure to physically demanding, unpleasant, strenuous, and/or hazardous situations.	30
3	Frequent exposure to physically demanding, unpleasant, strenuous, and/or hazardous elements.	45
4	Regular exposure to particularly physically demanding, unpleasant, strenuous, and/or hazardous elements such as dealing with inclement weather, operating heavy equipment, etc.	60
5	Continuous exposure to life threatening public safety situations which could jeopardize personal safety.	75

JOB EVALUATION INSTRUMENT
FACTOR 9: USE OF TECHNOLOGY/SPECIALIZED EQUIPMENT

This factor considers the extent to which the employee utilizes and supports technology, enhancing the efficiency and communication on behalf of the organization.

Level	Definition	Point Value
1	Position has no responsibility for, or use of, technology.	0
2	Position has some basic use of computers for data entry, and some use of the telephone, copier, etc.	10
3	Position has daily use of computers for data entry and use of the telephone, radios, fax machine, copier, etc. Position has daily use of light equipment such as push mowers, weed whackers, pole saws, custodial equipment, etc.	30
4	Position has daily use of computers, the Internet, Smartphones, etc. to create databases, spreadsheets, or reports. Position designs and creates customized reports, presentations, and/or documents using advanced software skills.	50
5A	Position provides routine consultation and technology support for everyday computer programming and/or software requests/questions to others in the organization; is an applications super user; or uses specialized software such as GIS, SCADA or telecommunications software.	65
5B	Position uses, repairs, and/or troubleshoots specialized equipment such as HVAC, lighting, gas flares, blowers, engines, heavy equipment, diagnostic equipment, large vehicles (vacuum trucks, street sweepers, fire apparatus) and/or medical or public safety equipment.	65
6	Position is responsible for advanced computer programming, system security, maintenance, training, and purchasing of items such as computers, printers, scanners, etc., for the computer system for the organization (IT personnel).	75
7	Position is responsible for the overall direction and supervision of the staff that are responsible for the computer and technology needs of the organization, including responsibility for developing technology policies for the organization (IT personnel).	85


VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Monday, November 27, 2023

SECTION: Business

DEPARTMENT: Administration

CONTACT: Matt Schuenke, Village Administrator, Cassandra Suettinger, Deputy Administrator/Clerk, Andrea Anderson, HR Generalist

AGENDA ITEM: Discussion and recommendation on updates to the Organizational Chart for the Village and Administration Department.

PREVIOUS ACTION:

ISSUE SUMMARY:

With the proposed re-organization, the organizational chart for both the Village and Administration Department need to be updated to account for changes. The two org. charts memorialize the following

- Dissolution of the previous Communications & Technology Department.
- Oversight of the IT contract to the Village Administrator.
- Creation of the communication positions within the Administration Department.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Administration Organizational Chart 11.17.2023
2. Village Organizational Chart DRAFT 11.27.2023

