

A. POSITION SUMMARY:

Why (or for what reason) does this position exist?

This position oversees a comprehensive and far-reaching communications and marketing program for the UT Parking & Transit Services Office. Specific duties include developing marketing and information strategies and plans, graphic design, departmental public relations, preparation of communications pieces, research, marketing/promotional idea creation, writing copy, laying out artwork and graphics, and production of all materials. This position is responsible for the development, production and distribution of various marketing and informational materials both printed and electronic. A particular emphasis of the position will be on use of technology to advance and elevate the level of customer service for the department. Other responsibilities include coordinating and collaborating with UT staff from other departments, University committees/task forces and external customers of the University.

B. MEASURES OF IMPACT:

What areas does this position impact? (Mark all that apply):

- | | |
|--|--|
| <input checked="" type="checkbox"/> Program | <input checked="" type="checkbox"/> Campus/Institute |
| <input checked="" type="checkbox"/> Department | <input checked="" type="checkbox"/> University |
| <input checked="" type="checkbox"/> Division/College | <input checked="" type="checkbox"/> External to the University |

Describe the level of responsibility this position has in the area(s) checked above.

This position is responsible for the department's overall communications and customer service programs which impact all internal University departments/divisions and external customers conducting parking and transit business with the University.

What type of budget impact does this position have on the area(s) for which it is responsible?

- | | |
|--|---|
| <input type="checkbox"/> Full authority to commit funds (Explain)* | Size of budget impacted _____ |
| <input checked="" type="checkbox"/> Effective recommendations to commit funds (Explain)* | Size of budget impacted <u>\$50,000</u> |
| <input checked="" type="checkbox"/> Maintain or audit funds committed (Explain)* | Size of budget impacted <u>\$25,000</u> |
| <input type="checkbox"/> Little or no budget responsibility | |

*Explanation: This position makes recommendations for funds necessary to support marketing and communications activities for the department and to maintain and operate an effective customer service program.

C. POSITION DUTIES:

What are the essential functions and responsibilities of this position (please indicate approximate percentage of time devoted to each function)?

<u>Function/Responsibility</u>	<u>% of Time</u>
Manage the department's communications, marketing and outreach program	70
Oversee the department's customer service program	15
Participate in various University and departmental events, activities, etc.	15

Total (Must equal 100%)	100

D. DECISIONS:

What types of decisions does this position make?

This position has independent decision-making responsibilities in regard to the communications and customer programs which impact University and Parking Office operations to a high degree. Decisions regarding appropriate marketing/outreach/promotional activities that will benefit the campus community and ensure a highly effective communications program are under the responsibility of this position, as is the development and implementation of a strategic communications plan for the department.

What types of decisions are referred to others?

Administrative, budgetary, hiring personnel and developing or revising departmental policies/procedures decisions are referred to others.

How are decisions implemented?

Decisions regarding marketing/communications, parking permits, and management of the parking permit office are the responsibility of this position. Decisions of greater significance involve consultation with the department director.

SUPERVISION:

What types of supervisory responsibility does this position exercise?

- Hiring, disciplining, supervising, granting increases (Explain)*
- Effective recommendations in hiring, etc. (Explain)*
- Providing work direction to a group of employees (Explain)*
- Assisting others by providing guidance (Explain)*
- Little or no supervisory responsibility

*Explanation: This position supervises, trains and disciplines employees within this division of the Parking & Transit Services Office. Recommendations are made by this position on hiring employees. This position coordinates, supports and collaborates regularly with other individuals and organizations both internal and external to the University.

Number or employees/students that this position supervises:

_____ Exempt employees 2 Students
 _____ Non-exempt employees _____ Others (Explain)*

*Explanation:

F. MINIMUM QUALIFICATIONS:

What are the minimum qualifications in terms of education, experience, job skills, and physical requirements of the job which would be required?

Education: Associates degree required, Bachelor’s Degree preferred. Specialized education or training in marketing and graphic design preferred.

Experience: Minimum of 5 years of communications experience. Supervisory or management experience preferred.

Job Skills: Excellent verbal and written communications skills. Proficient in public speaking. Thorough knowledge of all major Microsoft Office programs. Experience with graphics/publishing programs such as InDesign, Illustrator, or Publisher. Ability to develop and implement effective communications strategies and plans. Ability to manage multiple tasks and meet deadlines. Ability to work effectively with a variety of customers both internal and external to the department. Strong problem solving abilities. Valid Tennessee Driver’s License.

Physical Requirements: (Please complete attached chart)

G. ADDITIONAL INFORMATION:

Please provide any additional information you believe will assist in understanding this position:

***Attach the Departmental Organizational Chart prepared by your department with names and titles (include to whom this position reports, others who report to the same individual, and who reports to this position).**

H. APPROVAL:

This Position Description Questionnaire (PDQ) has been reviewed by the individuals whose signatures appear below, indicating that the PDQ accurately reflects the job content of the position:

_____ Employee Signature	_____ Date	_____ Supervisor's Signature	_____ Date
_____ Dean, Director, or Dept Head		_____ Date	

PHYSICAL REQUIREMENTS DEFINITIONS

Climbing – Ascending or descending ladders, stairs, scaffolding, ramps, poles and the like, using feet and legs and/or hands and arms. Body agility is emphasized. This factor is important if the amount and kind of climbing required exceeds that required for ordinary locomotion.

Balancing – Maintaining body equilibrium to prevent falling when walking, standing or crouch on narrow, slippery or erratically moving surfaces. This factor is important if the amount and kind of balancing exceeds that needed for ordinary locomotion and maintenance of body equilibrium.

Stooping – Bending body downward and forward by bending spine at the waist. This factor is important as it occurs to a considerable degree and requires full use of the lower extremities and back muscles.

Kneeling – Bending legs at knee to come to a rest on knee or knees.

Crouching – Bending the body downward and forward by bending leg and spine.

Crawling – Moving about on hands and knees or hands and feet.

Reaching – Extending hand(s) and arm(s) in any direction.

Standing – Particularly for sustained periods of time.

Walking – Moving about on foot to accomplish tasks, particularly for long distances.

Static Position – Maintaining the same body position for a period of time in order to complete a task.

Pushing – Using upper extremities to press against something with steady force in order to thrust forward, downward or outward.

Pulling – Using upper extremities to exert force in order to draw, drag, haul or tug objects in a sustained motion.

Lifting – Raising objects from a lower to a higher position or moving objects horizontally from position to position. This factor is important if it occurs to a considerable degree and requires the substantial use of the upper extremities and back muscles.

Fingering – Picking, pinching, typing, or otherwise working, primarily with fingers rather than with the whole hand or arm as in handling.

Grasping – Applying pressure to an object with the fingers and palm.

Feeling – Perceiving attributes of objects, such as size, shape, temperature or texture by touching skin, particularly that of fingertips.

Talking – Expressing or exchanging ideas by means of spoken word. Those activities in which they must convey detailed or important spoken instructions to other workers accurately, loudly or quickly.

Hearing – Perceiving the nature of sounds with no less than 4 db loss @ 500 Hz, 1,000 Hz and 2,000 Hz with or without correction. Ability to receive detailed information through oral communication and to make fine discriminations in sound, such as when making fine adjustments on machined parts.

Seeing – The ability to perceive the nature of objects by the eye. Seeing is important for hazardous positions in which defective seeing would result in injury and positions in which special and minute accuracy, inspecting and sorting exist. A high degree of visual efficiency, placing intense and continuous demands on the eyes by moving machinery and other objects are also considered important. Other important factors of seeing are acuity (near and far), depth perception (three-dimensional vision), accommodation (adjustment of lens of eye to bring an object into sharp focus), field of vision (area that can be seen up and down or to the right or left while eyes are fixed on a given point) and color vision (ability to identify and distinguish colors).

Repetitive Motions – Frequent, sustained movement patterns of the upper extremities (fingers, hands, wrists, elbows, shoulders).

Carrying – The physical act of manually transporting objects from one to another.

Driving – The physical act of operating a motor vehicle.

PHYSICAL REQUIREMENTS

Check physical demands that must be met to perform the essential functions of this position. If a Requirement is not applicable, leave blank. (See Physical Requirements Definitions page.)

Amount of Time Spent per Work Day			
<u>Requirements</u>	<u>Up to 1/3</u>	<u>1/3 – 2/3</u>	<u>2/3 or more</u>
Climbing	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Balancing	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stooping	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kneeling	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crouching	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crawling	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reaching	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standing	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Static Position	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Pushing	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pulling	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lifting	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fingering	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grasping	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feeling	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Talking	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Hearing	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Seeing	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Repetitive Motions	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Carrying	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Driving	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If this position requires lifting and carrying, please complete the following chart.

Check Both Amount of Time Spent per Work Day and From Which Level							
	-----Time Spent per Work Day-----				-----Level-----		
<u>Weight</u>	<u>None</u>	<u>Up to 1/3</u>	<u>1/3 - 2/3</u>	<u>2/3 or more</u>	<u>Waist</u>	<u>Knee</u>	<u>Floor</u>
Up to 10 lbs	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Up to 25 lbs	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Up to 50 lbs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Up to 100 lbs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More than 100 lbs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>