

II. POSITION INFORMATION

1. POSITION SUMMARY: This section asks for a short paragraph, one to three sentences, regarding the purpose of your position and/or your primary responsibilities. This summary helps us to quickly understand the essence of your job. Usually it is better to write this after you have completed the remainder of the questionnaire. Briefly describe what you consider to be the major purpose or objective of the job. Simply stated, what are you attempting to accomplish in your position?

Example: Computer Support Technician

Summary: To operate, maintain and repair computer equipment and to provide technical assistance to users.

The purpose of the VCB Marketing and PR Assistant is to provide support to the Marketing and Public Relations division. The position assists in proactively marketing the Grand Junction area to visitors through a variety of marketing methods including the following: updating & maintaining the visitgrandjunction.com website; writing/designing promotional and marketing materials; responding to phone calls regarding marketing/PR; developing itineraries for travel writers and making arrangements for local tours; compiling and maintaining a variety of marketing/PR materials; gaining and maintaining current knowledge of local attractions, activities, and services.

2. SUPERVISION & ORGANIZATIONAL RELATIONSHIPS.

a. The chart below asks for your specific supervisory responsibilities. If a duty statement applies to you, please check the box under the "Yes" column and then indicate the number of employees for which you are responsible to the right of the statement.

Yes	Duty	Number of Employees
<input checked="" type="checkbox"/>	I do not officially supervise other employees (sign performance reviews).	N/A
<input type="checkbox"/>	I evaluate and sign performance reviews of other full-time employees.	
<input type="checkbox"/>	I evaluate and sign performance reviews of part-time, temporary or contract employees.	
<input type="checkbox"/>	I instruct other employees in methods or procedures needed to carry out their job (how to carry-out their assigned duties).	
<input type="checkbox"/>	I make work assignments for others.	
<input type="checkbox"/>	I make hiring and hiring pay recommendations.	
<input type="checkbox"/>	I make hiring and hiring pay decisions.	
<input type="checkbox"/>	I recommend termination for poor performance.	
<input checked="" type="checkbox"/>	I provide advice to peers that they must consider carefully before making a decision.	6
<input checked="" type="checkbox"/>	I provide information to supervisors/management that they use in making a decision.	3

b. Complete the organization chart below. This chart will help us to understand your job in relation to others in your department. Please use titles and not names. Fill in the applicable position titles: (1) your coworkers, employees you work with and who also report directly to your supervisor; and, (2) your subordinates, any employees you supervise directly. List only those jobs over which you have full managerial/supervisory authority (i.e. complete and sign performance evaluation.) Do not list employees supervised by your subordinate supervisors.

YOUR COWORKERS' JOB TITLES

N/A - no one else reports to my supervisor

YOUR DIRECT REPORTS' JOB TITLES

N/A

Please indicate the nature of the group supervised and the number supervised

- Full Time
 Part-Time
 Seasonal/Temp
 Volunteer
 Contract

c. Describe with whom, or with what departments/organizations, you have regular contact.

1. Inside your organization (other City Departments):

Title of Person or Department	How Often	For What Purpose
Ex: Peers, Subordinates		
All other Grand Junction Visitor & Convention Bureau employees	Daily	To distribute or obtain information; to coordinate projects and events; to receive direction on various projects
Two Rivers Convention Center	Monthly	To coordinate and schedule catering services for events; to respond to requests for information
Information Services	Quarterly	To obtain technical assistance with computer programs, software, etc.

2. Outside your organization:

Title of Person or Organization	How Often	For What Purpose
Ex: Vendors, Gen. Public		
Miles Media (website contractor)	Daily	VCB Website maintenance, including adding new content and features, and updating existing information
Hill and Company (advertising contractor)	Daily	Providing necessary information to create advertisements; assist with proofing and approving ads
News Media	Weekly	Sending press releases; responding to individual media requests and inquiries
Hotels, wineries, restaurants, and other attractions	Weekly	Scheduling visits for travel writers, contractors; arranging interviews, disseminating information
Miscellaneous Vendors	Monthly	Requesting samples, quotes, and other information; ordering supplies and promotional items

3. ESSENTIAL DUTIES.

The list of essential duties helps us to understand those duties which are the primary reasons why your position exists. For clarification, please refer to the examples provided below.

Essential Duties: Those duties that make up at least 5% of your time. Please provide enough detail so that someone who may not be familiar with your job will have a clear understanding of what it is that you do. For

example, do not simply state "prepares reports", but state "prepares reports such as status reports, staff reports", or other type of report(s) you may prepare. Also, please use action verbs such as prepares, calculates, operates, etc., to start off each statement. Do not use acronyms in your description. Examples are shown below. Use additional sheets if needed.

Decisions Required: List the decisions you make to carry out the essential duties.

Frequency: Indicate how often you perform each duty – D = daily, W = weekly, M = monthly, Q = quarterly, A = annually, or O = occasionally.

Percent of Time: Indicate how much of your time you spend on each task. The total of these percentages **should not be more than 100%**. Example: Sally conducts property value estimates 20% of the time, it may mean she spends one day out of five on that task, or that she spends around two hours each day. These need only be estimates so do not spend a great deal of time trying to come up with an exact percentage. The percentages of **all** duties should equal 100% over a one year period of time.

Attach additional sheets if necessary.

E X A M P L E (LIST ACTUAL ESSENTIAL DUTIES BELOW EXAMPLE)

Essential Duties	Decisions Required	Frequency	% of Time
EXAMPLES:			
<i>Prepares monthly newsletters by gathering information, writing copy, editing, preparing for publication and overseeing distribution.</i>	<i>Articles to include, editorial changes, graphics, layouts</i>	M	25%
<i>Performs inventory spot checks and monthly counts of supplies in warehouse.</i>	<i>When to check supplies</i>	M	10%

	List of Essential Duties	Decisions Required	Frequency: D = Daily W = Weekly M = Monthly Q = Quarterly A = Annually O = Occasionally	% of Time Spent (Not to exceed 100%)
1	Utilizes various computer programs such as MS Word, PowerPoint, Publisher, and Excel as well as other software packages	Which program is appropriate to use given the purpose of the project; what layout to use	Daily	10%
2	Designs flyers, brochures, rack cards, and other collateral materials for use at trade shows, events, and for specific committees	What format or layout to use; what information to include; what pictures or graphics to include; color scheme	Weekly	10%

3	Independently writes/creates press releases, media alerts, letters, memos, and forms, and then distributes materials as appropriate	What information to include in the release or letter; when to distribute it to the media or when to mail letters, etc.	Weekly	5%
4	Answers marketing specific phone calls and makes/returns calls to media, travel writers, contractors, vendors, coworkers, public, etc.	How to resolve problems; what information to share; what questions to ask	Daily	10%
5	Develops itineraries for travel writers visiting the area and coordinates and communicates the details to appropriate parties (i.e. scheduling tours, reserving hotel rooms, making dinner reservations, etc.); occasionally meets travel writers for dinner	What order and timing of events will best suit the needs of the writer; how far in advance to schedule tours and whether or not confirmation is needed	Monthly	5%
6	Assists in planning, coordinating, and executing marketing and public relations activities and events	What timeline for planning to follow; who to contact; what needs to be ordered or prepared in advance	Monthly	5%
7	Coordinates and communicates the details of package deals and promotional opportunities with local hotels, restaurants, and other businesses (including composing and distributing letters, tracking participants, notifying advertising company of key information for print ads, assembling and delivering promotional bags for participating hotels, etc)	What is the deadline for participation; what info is needed by advertising company to create ads; which brochures and materials to include in the promotional bags	Quarterly	5%
8	Proofreads and edits materials such as press releases, articles for online newsletters (e-zines), itineraries, letters, and other correspondence	What changes or corrections are needed	Daily	5%
9	Assists in strategic planning/ goal setting for the marketing and PR division and the development and implementation of annual marketing plan	What items to include in the plan; when to rollout different parts of the plan	Quarterly	5%
10	Maintains online photo library through CleanPix, including uploading new photos & responding to various media and publication requests for photos	Which photos to include in the library; which photos to send to publications based on their individual requests	Weekly	5%

11	Creates, updates, and maintains several databases: 1. Travel writer database (IDSS), including contact info, publication information, dates visited, places toured, etc. 2. TravelFile database, including updating new consumer contacts that are gathered at trade shows, conventions, and special events	How often to make updates; when to schedule follow up	Monthly	5%
12	Tracks website statistics using Omniture SiteCatalyst HBX web analytics program and creates and reviews reports given available data	What data and statistics to measure	Monthly	5%
13	Researches various tourism and travel related websites in order to remain current on industry trends and practices, as well to remain informed about area attractions and events	Which websites to monitor; how often to research	Weekly	5%
14	Updates visitgrandjunction.com website with featured packages/promotions and upcoming events and activities for the online calendar; requests other changes to website as needed	What word choice to use; what layout to use on the website for the information	Monthly	5%
15	Compiles, organizes, and maintains media archive including paid advertising/ newspaper advertisements, online advertising, & articles written by travel writers and other media	How often to update; how to organize	Monthly	5%
16	Maintains and updates list of media contact information including email addresses, phone numbers, fax numbers, etc.	When to update list; what additions or deletions are needed to remain current	Monthly	5%
17	Takes digital photos for specific marketing purposes (use in e-zines, use in trade-shows)	What to photograph; what angle to take the picture; what camera setting to use (flash, close-up, zoom, etc.)	Monthly	5%
18			Select	
19			Select	

4. REQUIRED KNOWLEDGE AND SKILLS.

This section helps us to understand the types of knowledge and skill you would need to perform your job at the entry level. Those items you list are those required and not what you might necessarily know or are able to do after being in the position for a number of years.

Knowledge: refers to the possession of concepts and information gained through experience, training and/or education and can be measured through testing.

Skills: refers to the proficiency which can be demonstrated and are typically manual in nature and/or can be measured through testing.

The knowledge and skills that you list in the following section must refer to the Essential Duties you listed in Section 3.

Duty #	Knowledge - Skills
2, 3, 4, 5, 6, 7, 8, 9, 14	Strong written and oral communication skills, including use of proper grammar and punctuation
2, 3, 4, 5, 6, 7, 9, 15, 16	Knowledge of marketing and public relations principles and concepts
1, 2, 3, 5, 7, 10, 11, 12, 13, 14, 16,	Proficient with Microsoft Word, Publisher, Powerpoint, Excel, database management, and website principles
12, 13, 14	Strong knowledge of website programs and how to update information on visitgrandjunction.com website
2, 3, 4, 5, 6, 7, 9, 10, 11, 15, 16	Excellent organizational and planning skills
All Duty #s	Ability to work individually or in a team
2, 3, 4, 5, 6, 7, 8, 10, 11, 14, 15, 16	Detail-oriented/methodical
2, 3, 4, 5, 6, 7, 8, 9, 14	Ability to work under pressure to meet deadlines
9, 12, 13	Strong analytical skills
2-17	Ability to handle mutiple responsibilities
4, 5, 6, 7	Excellent customer service skills
3, 4, 5, 6, 7, 9, 12	Ability to conduct independent research and interpret data

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III. EDUCATION, EXPERIENCE, AND EQUIPMENT

1. EDUCATION: What level of education do you have and what minimum level of education do you believe is needed to satisfactorily perform your job at entry level? Check the level that applies to your job:

You Have	You Need	
<input type="checkbox"/>	<input type="checkbox"/>	Less than High School Diploma or equivalent (G.E.D.) (ability to read, write, and follow directions)
<input type="checkbox"/>	<input type="checkbox"/>	High School Diploma or equivalent (G.E.D.)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Up to one year of specialized or technical training beyond high school
<input type="checkbox"/>	<input type="checkbox"/>	Associate degree (A.S., A.A.) or two-year technical certificate
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Bachelor's degree
<input type="checkbox"/>	<input type="checkbox"/>	Other (explain):

2. EXPERIENCE: What kinds of experience do you have, and what minimum kinds of experience are needed to enter your job at entry level?

Type of Experience

<u>You Have</u>	<u>Your Time</u>	<u>You Need</u>	<u>Minimum Time Required</u>
Marketing/PR/Hospitality	6 years		2 years
	_____ years		_____ years
	_____ years		_____ years

a. What field (s) should training or degree be in?
Marketing and PR, Communications, and/or Tourism Mgt.

3. SPECIAL REQUIREMENTS: List any registrations, certifications or licenses that are **required** for you to hold your position. Be specific and do not abbreviate words or use acronyms.

N/A

4. MACHINES, TOOLS AND EQUIPMENT. List any machines, tools or equipment used in your work and indicate the frequency and time spent using each. The machines, tools and equipment must refer to the Essential Duties you listed in Section 3.

Duty #	Machines, Tools, Equipment	Frequency/Time
All Duty #s	Personal Computer	Daily
2, 3, 5, 6, 7, 8, 12, 13, 14, 15, 16, 17	Printer	Daily
2, 3, 5, 7, 15	Copy Machine	Daily
3, 4, 6, 7	Fax Machine	Weekly
2, 7, 17	Digital Camera	Weekly
4, 5, 6, 7	Telephone	Daily
6, 7	Automobile	Daily

5. DECISION-MAKING & JUDGMENTS.

a. Describe three types of important decisions and judgments you make regularly and independently in the performance of your duties.

1. Decisions must be made regarding what projects and tasks are highest priority in a rapidly changing work environment. New projects may be added suddenly, thus requiring a decision to temporarily put other projects on hold.

2. When I acquire information, updates, or details regarding a specific project or event, I must identify which coworkers, contractors, and industry partners must be notified as well. Also, the most appropriate means of communication for disseminating the information must be determined, whether it's phone, email, in person, written, etc.

3. A variety of decisions are required when writing and designing marketing materials such as press releases, flyers, brochures, etc., including the format to use, the pictures or graphics to include, the information necessary to include, and the appropriate wording, grammar and punctuation.

IV: AMERICANS WITH DISABILITIES ACT REQUIREMENTS

1. PHYSICAL ACTIVITIES/REQUIREMENTS.

This section helps us understand the physical activities and requirements that are absolutely necessary for you to be able to do in order to perform your job. Please list the frequency and the importance of each of the physical requirements listed in this section. These physical activities/requirements will help in ensuring the City of Grand Junction remains in compliance with the Americans with Disabilities Act.

The City of Grand Junction is required to document any physical requirements in order to legally defend restrictions that are imposed. The definitions for the physical activities/requirements are taken directly from the guidelines established by the federal government. Your answers in this section will not affect how your job is classified.

Frequency

Importance

How frequently is the activity performed?

How important is the activity in accomplishing the job's purpose?

- 0 - Never
- 1 - Annually
- 2 - Quarterly (at least 3 per year)
- 3 - Monthly (at least 8 per year)
- 4 - Weekly (at least 3 per month)
- 5 - Daily (at least 3 per week)

- 0 - Not Important
- 1 - Somewhat Important
- 2 - Very Important
- 3 - Extremely Important

Physical Activity	Frequency	Importance	Duties
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.	2--Quarterly	1--Somewhat Important	Climbing step ladders to reach items stored on shelves or to store items on shelves
Balancing: Maintaining body equilibrium to prevent falling when walking, standing or crouching 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.	0--Never	0--Not Important	N/A
Stooping: Bending body downward and forward by bending spine at the waist. This factor is important if it occurs to a considerable degree and requires full use of the lower extremities and back muscles.	3--Monthly	2--Very Important	Picking up boxes of materials; loading items into vehicles; setting up at events
Kneeling: Bending legs at knee to come to a rest on knee or knees.	3--Monthly	1--Somewhat Important	setting up booths at events
Crouching: Bending the body downward and forward by bending leg and spine.	2--Quarterly	1--Somewhat Important	setting up booths at events
Crawling: Moving about on hands and	0--Never	0--Not Important	N/A

knees or hands and feet.			
Reaching: Extending hand(s) and arm(s) in any direction.	5--Daily	3--Extremely Important	Filing; putting items in storage; taking items off of shelves, etc.
Standing: Particularly for sustained periods of time.	3--Monthly	2--Very Important	photo shoots; tours of the area; assembling information in packets
Walking: Moving about on foot to accomplish tasks, particularly for long distances.	4--Weekly	2--Very Important	Taking travel writers on of local attractions;
Pushing: Using upper extremities to press against something with steady force in order to thrust forward, downward or outward.	2--Quarterly	1--Somewhat Important	Moving boxes of items using a dolly
Pulling: Using upper extremities to exert force in order to draw, drag, haul or tug objects in a sustained motion.	2--Quarterly	1--Somewhat Important	Moving boxes of items using a dolly
Fingering: Picking, pinching, typing or otherwise working, primarily with fingers rather than with the whole hand or arm as in handling.	5--Daily	3--Extremely Important	Typing; dialing numbers on a phone
Grasping: Applying pressure to an object with the fingers or palm.	5--Daily	2--Very Important	Assembling gift bags; stuffing envelopes
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 be a considerable degree and requires the substantial use of the upper extremities and back muscles.	3--Monthly	1--Somewhat Important	Loading, transporting, and/or setting up banners, tables, decorations, etc. for trade shows and conferences
Feeling: Perceiving attributes of objects, such as size, shape, temperature or texture by touching the skin, particularly that of fingertips.	5--Daily	2--Very Important	Assessing potential promotional items and marketing materials
Talking: Expressing or exchanging ideas by means of the spoken work. Those activities in which they must convey detailed or important spoken instructions to other workers accurately, loudly, or quickly.	5--Daily	3--Extremely Important	Providing information over the phone; communicating with coworkers, vendors, and general public
Hearing: Perceiving the nature of sounds with no less than a 4db 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.	5--Daily	3--Extremely Important	Answering phone calls; receiving verbal direction from supervisors and coworkers
Seeing: The ability to perceive the nature of objects by the eye. Seeing is important for hazardous jobs where defective seeing would result in injury and also jobs where 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	5--Daily	3--Extremely Important	Viewing the computer screen; proofreading/editing marketing materials; driving; taking pictures

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: Substantial repetitive movements (motions) of the wrists, hands, and/or fingers.	5--Daily	3--Extremely Important	Typing - use of keyboard and mouse
Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.	5--Daily	3--Extremely Important	Office work-using computer, talking on phone
Light Work: Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects. If the use of arm and/or leg controls requires exertion of forces greater than that for Sedentary Work and the worker sits most of the time, the job is rated for Light Work.	3--Monthly	2--Very Important	Lifting boxes of promotional materials; loading and setting up items for events and tradeshows
Medium Work: Exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.	2--Quarterly	1--Somewhat Important	Lifting boxes of promotional materials; loading and setting up items for events and tradeshows
Heavy Work: Exerting up to 100 pounds of force occasionally, and/or up to 50 pounds of force frequently, and/or up to 20 pounds of force constantly to move objects.	0--Never	0--Not Important	N/A
Very Heavy Work: Exerting in excess of 100 pounds of force occasionally, and/or in excess of 50 pounds of force frequently, and/or in excess of 20 pounds of force constantly to move objects.	0--Never	0--Not Important	N/A

2. WORKING CONDITIONS.

The working conditions section helps us to understand the physical environment you are subjected to while performing your job duties. This section does not apply to conditions like an old office building but only those factors that have to do with the job itself. In this section, please place an X by the condition that applies and one under the frequency that is most appropriate. The condition should be unique to your job and not generally applicable to all employees with the organization. **Please note, there is a choice for "Does Not Apply," if most of your work is in an office setting.**

Does Not Apply

Condition	Less than 25% of the time	25-50% of the time	More than 50% of the time
Hazardous physical conditions (mechanical parts, electrical currents, vibration, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Atmospheric Conditions (fumes, odors, dusts, gases, poor ventilation)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hazardous materials (chemicals, blood and other body fluids, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extreme temperatures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inadequate lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work space restricts movement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intense noise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental (disruptive people, imminent danger, threatening environment)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

V: EMPLOYEE, SUPERVISOR, AND DEPARTMENT HEAD SIGNATURES

ADDITIONAL COMMENTS

Are there any additional comments you would like to make to be sure you have described your job adequately? (Use additional sheets if necessary).

N/A

EMPLOYEE CERTIFICATION

I certify that the above statements and responses are accurate and complete to the best of my knowledge.

Signed: Holly L. Pickett

Date: 10/29/08

TO BE COMPLETED BY THE IMMEDIATE SUPERVISOR AND DEPT. HEAD

This section is to be used by the Supervisor to note any additional comments, additional duties or disagreements with any section of the questionnaire. The Supervisor should not change anything written by the individual filling out the questionnaire nor should they address any performance issues. Please remember that this questionnaire is intended solely for the purpose of accurately describing the job in question. The Supervisor does not need to read the entire JAQ. Simply check the areas identified with arrows for accuracy as these are the most important in classifying the jobs. If these sections are not complete or are incorrect, please fill in the blanks when you review the questionnaire with the incumbent. If you disagree with any information provided or believe some information is missing, indicate below the question number and your comments. **Please note the form should have all three signatures to ensure all have read the questionnaire.**

Question No.	Comments

Please check the appropriate statement:

- I agree with the incumbents' position questionnaire as written.
- The above modifications have been discussed with the incumbent, and the incumbent agrees with these modifications.
- The above modifications have been discussed with the incumbent, and the incumbent disagrees with these modifications.

I have noted the modifications made by my supervisor in the Comments Section above.

Employee Signature: Holly Prickett Date: 10/29/08

Supervisor Signature: Jennifer Gushki-Hari Date: 10/29/08

Department Head Signature: Debbie Kovach Date: 10-28-08

THANK YOU FOR COMPLETING THIS QUESTIONNAIRE. AFTER YOU OR YOUR GROUP HAS COMPLETED YOUR PORTION OF THE QUESTIONNAIRE, PLEASE SUBMIT THE QUESTIONNAIRE TO YOUR SUPERVISOR FOR REVIEW, SIGNATURE, AND COMMENT. YOUR SUPERVISOR WILL SUBMIT THE COMPLETED QUESTIONNAIRE TO YOUR DEPARTMENT HEAD.