



Name			
Position Title	Director of Operations	Department	Mayor
FLSA	Exempt	Reports To	Mayor
Pay Grade	21	Unit	Non-represented

Purpose of Position

Under the direction of the Mayor, the Director of Operations performs a variety of professional-level duties to coordinate the operational duties of the office of the Mayor. Responsibilities include representing and participating in meetings and events on behalf of the Mayor; researching and responding to constituent requests for information and resolving complaints; collaborating and connecting with council members, conducting research studies and reviewing projects on a wide variety of municipal projects; preparing and submitting oral and written reports and recommendations; and assisting the Mayor in evaluating City plans, policies, and objective by performing research, review of materials, and assembly of factual information. In addition, the Director of Operations represents the Mayor's office at meetings, when required and appropriate; attend City Council meetings; researches, responds to, and prepares correspondence; coordinates appointments and reappointments of citizen advisory boards and other committee appointments with Mayor's approval; and communicates with City management on sensitive and/or confidential issues received by the Mayor's office.

Supervision

Director of Operations performs highly responsible work of a complex nature requiring the exercise of considerable judgement, initiative, and attention to detail.

The Director of Operations works under the policy direction of the Mayor and works closely with the members of the Common Council.

The Director of Operations may supervise department heads and administrative staff at the discretion of the Mayor.

Essential Duties & Responsibilities

The following duties are normal for this position. The duties and responsibilities are not to be construed as exclusive or all-inclusive. Other duties may be required and/or assigned.

Operations

- Work closely with the Common Council and the Mayor to lead, develop and oversee the implementation of a strategic plan to address an urgent issue within the City which requires immediate response; establish priorities informed by data analysis and equity-based decision-making.
- Facilitates the operations of the City in accordance with City Ordinances, City Charter, and all state and federal laws. Serves as a liaison between the Mayor and department heads, keeping the Mayor apprised of departmental activities; provides oversight of professional contractors and consultants as needed; assists departments with resolution issues requiring the attention of the Mayor; monitors and evaluates progress of departments towards goals and objectives of the Administration.
- Performs financial and managerial analyses for the Mayor and City Council, as required by the Mayor pertaining to City operations and programs; evaluates data and makes recommendations based on findings; prepares financial

reports and projections; and makes necessary presentations to the Mayor and as needed, to the City Council and other interested parties.

- Collaborates with the Director of Finance to develop the annual operating and capital budgets; prepares the annual budget document in coordination with the Director of Finance; reviews departmental budget requests for inclusion in the Mayor's recommendation to the City Council; ensures compliance with all legal and procedural requirements.
- Assists the Mayor with strategic and long-range planning for the City by participating in planning efforts at the local and regional level; keeps the Mayor apprised of developments at the state and federal level that impact the City; monitors pending legislation for impact on the City; oversees compliance with new legislation.
- Facilitates problem solving at all levels in the organization by working with department heads and senior management to ensure effective coordination and cooperation among departments; coordinates the continuous review of interdepartmental process for quality control and improvement; responds to inquiries from the public regarding issues unresolved at the department level.
- Coordinates special projects for the City, including the planning, design, implementation, and evaluation of projects, management studies, introduction of new programs, and various professional services. Will assist with defining the scope of work, identifies and ensures proper allocation of financial, material, and human capital committed to the project; formulates solutions and resolves problems; facilitates implementation of the project; and provides administrative support to the project as needed.

Public Service

- Serves as the Mayor's liaison to the Common Council. Attends all meetings of the City Council; briefs the Council on pending agenda items and other City issues; responds to inquiries and provides Council Members with information on the status of City operations and projects; provides analysis as needed to assist the Mayor and Council to make informed policy decisions; and provides administrative support to the Mayor.
- Represents the Mayor and the City at various meetings, functions and events by serving as a liaison to various civic and governmental organizations and committees, taskforces, boards, and commissions. Communicates regularly with officials from other municipalities, chambers of commerce, authorities, and commissions; provides information about City operations; participates in discussions and decisions and keeps the Mayor apprised of such activities.
- Develop a framework for community engagement regarding efforts and activities, including priorities, timelines, and methods for sharing information internally; oversee community outreach and the development of collaborative community partnerships that reflect the urgent and complex issues within the La Crosse community.

Communications

- Creates and maintains communication programs and initiatives to ensure public and internal awareness and understanding of key City initiatives and current projects.
- Proactively identifies opportunities to leverage a range of outreach tools and technology to connect with residents and enable interdepartmental collaboration.
- Partners with City departments and provides strategic direction for the City's social media presence, including engaging with constituents both proactively and responsively as necessary.
- Collaborates with the Information Technology department to develop and maintain the City's website.
- Coordinates Citywide external communications and ensures messages have clarity and consistency.
- Manages media relations for the Office of the Mayor and other City departments as appropriate, including writing and editing press releases.

Grant Writing

- Identify potential funding opportunities aligned with the City's strategic initiatives.
- Responsible for researching, drafting, and submitting proposals to secure funding from government agencies, foundations, and other funding sources.
- Responsible for writing clear and compelling grant proposals tailored to the specific funding provider.
- Collaborate with City staff, finance and City leadership to develop narratives, complete applications and ensure timely submission of high-quality grant applications and reports.
- Maintain organized and up-to-date records of all submitted proposals, awarded grants, declined proposals and funder communications.

Supervision

- May supervise department heads and administrative staff at the discretion of the Mayor.
- May participate in the hiring, training, performance evaluations, and discipline of City leadership personnel; establishes policies and procedures for all City functions; oversees and participates in the resolution of inquiries and complaints from the public and other organizations.

Additional Duties & Responsibilities

- Regular and predictable attendance.
- Other duties as assigned by the Mayor.

Minimum Training & Experience Requirements

- Bachelor's degree from an accredited college or university with major course work in business administration, public administration, or related field
- AND
- Ten (10) years of experience of increasing responsibility in administering public programs, including five (5) years of leadership experience in a complex and diverse organization to include experience leading organizational change, supervising staff, measuring success, building equitable and inclusive processes, leading with equity in strategic and daily operations, and serving diverse underserved communities and stakeholders.
 - Demonstrated proficiency in computer software such as Microsoft Office Word, Excel, Outlook, etc. required.
 - Valid driver's license required.

Knowledge, Skills and Abilities

- Extensive knowledge of all aspects of municipal management including procurement, financial management, and budgeting and relevant Wisconsin general law is required.
- Ability to interact objectively and professionally with the public, state, and local officials and co-workers.
- Ability to lead and direct Department Heads.

- Ability to analyze and interpret data and to clearly communicate findings to decision-makers.
- Ability to communicate effectively in written and oral form before public groups and elected officials.
- Ability to manage several projects at one time.
- Ability to develop City-wide plans, policies and procedures related to the City's operations and Mayor's directives.
- Ability to maintain confidential information.
- Excellent verbal and written communication and organizational skills.
- Aptitude for working with people and maintaining effective working relationships with various groups.
- Aptitude for attention to detail and skills in dealing with the public.
- Skills in planning, project management and delegation.

Physical and Mental Requirements

The work is performed primarily of an intellectual nature but requires a variety of physical capabilities. While performing the duties of this position, the employee is frequently required to sit, stand, walk, use hands, and talk or hear; occasionally required to kneel, handle objects; and reach with hands and arms. The position often involves moving from a sitting position to a standing position for desk work. The employee must occasionally lift and/or move up to 10 pounds and rarely has a lift and/or move up to 25 pounds. Specific vision abilities required for this position include close and distance vision. The position requires the ability to operate a keyboard at efficient speed.

The City of La Crosse is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.