

STATE OF WISCONSIN
CLASSIFICATION SPECIFICATION
CUSTOMER SERVICES DIRECTOR

I. INTRODUCTION

A. Purpose of This Classification Specification

This classification specification is the basic authority under ER 2.04, Wis. Adm. Code, for making classification decisions relative to a single professional supervisory position located at the Department of Tourism which directs customer and technology marketing services for the agency. This classification specification is not intended to identify every duty which may be assigned to this position but is intended to serve as a framework for classification decision making in this occupational area.

Classification decisions must be based on the "best fit" of the duties within the existing classification structure. The "best fit" is determined by the majority (i.e., more than 50%) of the work assigned to and performed by the position when compared to the classification concepts and definition of this specification or through other methods of position analysis. Position analysis defines the nature and character of the work through the use of any or all of the following: definition statements; listing of areas of specialization; representative examples of work performed; allocation patterns of representative positions; job evaluation guide charts, standards, or factors; statements of inclusion and exclusion; license or certification requirements; and other such information necessary to facilitate the assignment of positions to the appropriate classification.

B. Inclusions

This classification encompasses a single professional supervisory position located at the Department of Tourism which directs customer and technology marketing services for the agency. The position allocated to this classification directs the Bureau of Customer and Technology Marketing Services and manages, directs and supervises staff. The position allocated to this classification must meet the definitions of professional employee and supervisor, as defined in s. 111.81(15) and (19), Wis. Stats., respectively.

C. Exclusions

1. Positions which do not meet the statutory definition of professional employee, as defined in s. 111.81(15), Wis. Stats.
2. Positions which do not meet the statutory definition of supervisory, as defined in 111.81(19), Wis. Stats.
3. All other positions which are more appropriately identified by other classification specifications.

D. Entrance Into This Classification

Entrance into this classification is by competitive examination.

II. DEFINITION**CUSTOMER SERVICES DIRECTOR**

This is professional supervisory work related to the administration of the Department of Tourism's Bureau of Customer and Technology Marketing Services. The position allocated to this classification supervises, administers, and manages the telemarketing and fulfillment centers; develops requests for proposals for services; monitors service levels and evaluates overall operations; develops and manages technology marketing initiatives including; database resources and the online distribution and collection of information; develops and negotiates contracts for travel information center space; develops literature distribution policies; and acts as a liaison between the Bureau of Customer and Technology Marketing Services and other state agencies, local units of government, and other entities. Work is performed under general supervision.

III. QUALIFICATIONS

The qualifications required for this position will be determined at the time of recruitment. Such determinations will be made based on an analysis of the goals and worker activities performed and by an identification of the education, training, work, or other life experience(s) which would provide reasonable assurance that the knowledge and skills required upon appointment have been acquired.

IV. ADMINISTRATIVE INFORMATION

This classification specification was created effective March 12, 2000, and announced in Bulletin CLR/SC-109, in order to describe a professional supervisory position located at the Department of Tourism which is responsible for administering the Office of Customer Services. This classification replaces the Customer Services Supervisor 3 classification which was created effective November 12, 1995, and abolished effective March 12, 2000 (see bulletins CC/SC-91 and CLR/SC-109, respectively). This classification was created as a result of the Department of Employment Relations' expansion of the broadband pay system. This classification specification was modified effective September 4, 2005 and announced in bulletin OSER-0078-MRS/SC as a result of a reorganization that changed the Office of Customer Services to the Bureau of Customer and Technology Marketing Services.

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