



34009 ALVARADO-NILES ROAD
UNION CITY, CA 94587
(510) 471-3232

WEB MANAGER

DEFINITION

The Web Manager will play a lead role in the City's plans to increase the level of civic engagement through web solutions. Under direction of the City Manager, the Web Manager will plan, design, organize and implement a new City website on an open platform. The Web Manager will also research and develop and ultimately, implement GIS software to perform spatial analysis and display mapping information. The Web Manager is responsible for the maintenance of the City website and future GIS solutions. The Web Manager provides technical and policy advice to the City Manager and other City staff on matters of the City Website, GIS and any other web solutions implemented in an effort to enhance civic engagement. The position is an important member of the City's management team and a key contributor to ensuring the City's web presence is aligned with organizational messaging and branding.

EXAMPLES OF DUTIES

The incumbent shall be expected to perform, at various times, the following functions and duties:

- Strategically plan, develop, execute and manage the City website (architecture, format and content) in a way that makes it user friendly, effective and highly engaging;
- Work cross-functionally among City departments to determine needs and ensure web solutions are developed to address those needs;
- Work with the Communications and Marketing Manager to ensure proper branding and messaging is integrated into the architecture and content of any web solution;
- Track, measure and report on key website metrics for effectiveness of customer engagement;
- Keep current on emerging trends to ensure optimal user experience and engagement;
- Evaluate, update and enhance the City's broad-based Geographic Information System (GIS), increasing its usefulness among multiple City Departments;
- Oversee the GIS analysis, addition and manipulation of data layers, support and/or assist with designing and coding new/revised GIS applications and integration with existing systems;
- Development of standards for the utilization of GIS application;
- Work with the Information Technology (IT) Division as needed and serve on the IT Steering Committee to gain buy-in and support for projects and programs;
- Perform other work as assigned.

QUALIFICATIONS

Ability To:

- Initiate innovative and imaginative strategies to serve the organization and bring technology to bear to accomplish the work and enhance community engagement;
- Plan, organize, assign, direct, review and evaluate information systems and projects related to GIS and the City website;
- Analyze problems and work to implement creative solutions;
- To formulate balanced solutions which take into account current and future needs, priorities, cost-benefits, and other available resources;
- Lead complex projects and budgeting for those projects, including delineating their scope, preparing work plans, resolving conflicts, and overseeing implementation steps;
- Maintain a positive work flow with City departments and actively liaison with counterparts in the public and private sectors;
- Use data and metrics to assess progress, determine priorities and make informed decisions.

Knowledge Of:

- Knowledge of, or willingness to learn, the work of the City organization to support departmental needs;
- Knowledge of, or willingness to learn, the community's demographics and the best technological solutions that would enhance civic engagement with its members;
- Principles, best practices and methods, or ability to learn the necessary functions to build and maintain a modern and effective GIS and web solutions that include methods for field data collection, integration of data into a GIS model, use of GIS technology for analytical capabilities and problem solving;
- Project management techniques to include analysis, implementation, good communication, budgeting, and team coordination.

Education and Experience

Any combination equivalent to experience and education that provides the required knowledge, skills and abilities would be qualifying. A typical way to obtain the knowledge, skills and abilities would be:

Education requirements include a Bachelor's degree in Computer Engineering, Computer Science, Information Systems, Digital Media, Interaction Design or a closely related field from an accredited college or university.

Four years of progressively responsible professional level work in technology or web-based products and programs.

LICENSE

Possession and maintenance of a valid Class C California Driver's License with a satisfactory driving record.