

CITY OF BEAVERTON

Web Analyst

General Summary

Responsible for analyzing, designing, developing, implementing and maintain medium and large cross-departmental Web information technology projects. Assists Web Manager in design, development, implementation and maintenance of the City's internal and external web sites, portals, and content management systems.

Essential Functions

Depending upon assignment, the incumbent may perform a combination of some or all of the following duties, which are a representative sample of the level of work appropriate to this class.

1. Manage project by designing, developing and maintaining new data-driven cross-departmental Web sites, portals, CMS and eGovernment Web applications, including design, development and maintenance of databases.
2. Oversee the maintenance, upgrading and conversion of existing Web sites and Web applications to new technologies and new business models.
3. Administer the existing internal and external Web sites, portals and Mailing Lists under the direction of the Web Manager. Includes redesign of existing sites with new templates, graphic layout design and styles.
4. Provide support for training, coaching, supporting and communicating updates to the departmental Web team.
5. Research, test, recommend, plan and implement new Web technologies and techniques including third-party Web packages, ADA and usability standards and best practices. QA and performance testing for existing and new applications and Web packages.
6. Assist in configuring and maintaining Web, Search Engine and database servers.
7. Evaluate performance and program effectiveness and recommend action for improvement as necessary.
8. Participate in department/division/section operational processes including staff selection, budget preparation/monitoring, policy/procedure development and implementation.
9. Develop work plans, timelines and resource allocations for assigned projects. Monitor progress to ensure objectives are met. Prepare reports and recommendations.
10. Serve as a model for accomplishing City's vision and goals. Model and promote an environment that supports the highest quality results. Provide excellence in internal and

external customer service. Create a positive experience for customers through professional and courteous behavior and creative problem resolution.

11. Represent the City to the public, in legal or administrative proceedings, to other organizations or entities and in other situations as required. Make presentations and provide comment and testimony. Advance and protect the interests of the City and its citizens in all matters.
12. Participate in the City Emergency Management program including classes, training sessions and emergency events.
13. Develop safe work habits and follow all required safety policies, procedures and techniques. Contribute to safety of self, co-workers and the general public.
14. Produce an acceptable quantity and quality of work that is completed within established timelines.
15. Follow standards as outlined in the Employee Handbook.
16. Support and respect diversity in the workplace.

Other Functions

1. Serve on or provide support to a variety of committees, task forces and advisory groups as necessary.
2. Perform related duties of a similar scope and nature.

Knowledge Required for Entry

- ◆ Advanced knowledge of practices and principles of database structure, design, and database management.
- ◆ Advanced knowledge of practices and principles of computer programming (Specifically focusing on the Web-based online applications).
- ◆ Advanced knowledge of application development and business/information engineering tools for the Web.
- ◆ Advanced knowledge of the principles and practices of project management, business process analysis and business application design (specifically focusing on the Web-based eGovernment applications).
- ◆ Advanced knowledge of Intranet and Internet site layouts, media types, designs, structures and portals.
- ◆ Advanced knowledge of tools, languages, and systems used to develop, design and public Web sites and Web applications. (E.G. ASP,NET, C#, XML, Cold Fusion, Java Script, DHTML, SQL, Streaming Multimedia, Cascading Styles Sheets, Dreamweaver, FTP, Photoshop, Flash, Adobe Acrobat Professional, etc.)
- ◆ Advanced knowledge of the laws and regulations governing Web site accessibility (ADA) and best practices and standards regarding Web sites, Web based application development and Web portals.

- ◆ Advanced knowledge of Web applications, Web Site and search engine optimization for best performance.
- ◆ Advance knowledge of creating and editing images and interactive object of Web sites.
- ◆ Working knowledge of Web services and Cold Fusion services.
- ◆ Working knowledge of Web Content Management Systems (CMS) and online payment systems (eGovernment).
- ◆ Working knowledge of strategic planning methods with an emphasis on services related to database development and management as well as large cross-departmental online systems.
- ◆ Working knowledge of Web site and Web application security.
- ◆ Basic knowledge of public purchasing and contracting laws and regulations.

Skills/Abilities Required for Entry

- ◆ Expert ability to use Web development tools and programming languages such as Dreamweaver, ASP.Net, C#, ColdFusion, SQL, Photoshop, Adobe Acrobat Professional, Streaming Multimedia, Cascading Style Sheets, FTP and other Web application software as needed.
- ◆ Advanced ability to apply excellent internal and external customer service skills.
- ◆ Advanced ability to communicate effectively both orally and in writing with diverse customers, employees, contractors, other agencies, public officials and the general public.
- ◆ Advanced ability to create and use online push and pull technologies including Mailing Lists, Web portals and Content Management Systems (CMS).
- ◆ Advanced ability to establish and maintain effective working relationships with employees, contractors, other agencies, public officials and the general public.
- ◆ Advanced ability to research, learn and implement new Web tools and technologies.
- ◆ Advanced skill in conceptual analysis and policy/program development and implementation (specifically related to Web sites and online applications).
- ◆ Advanced skills in adding streaming multimedia (audio and video files) to the Web.
- ◆ Advanced skills in Web-based project analysis and management including database management.
- ◆ Advanced skills in writing technical documentation for a variety of audiences.
- ◆ Strong ability to create Web analytics online applications for reporting purposes.
- ◆ Strong ability to demonstrate leadership behavior to employees, contractors, vendors, public officials, other agencies, customers, and the general public.
- ◆ Strong ability to make presentations and develop reports that may include technical information.
- ◆ Strong ability to productively manage and/or participate on a team and in a team environment including the ability to develop a team approach to producing high quality results.

Minimum Qualifications Required for Entry

Bachelor's degree in Computer Science, Information Systems, Business or other related field, and 5 years experience of advanced Web Development, including 3 years of advanced web design, programming and database development, or an equivalent combination of education and experience enabling the incumbent to perform the essential functions of the position.

Licensing/Special Requirements

- ◆ Web certifications such as e-Commerce, Certified Internet Webmaster or other similar certifications are desired.

Working Conditions

Regular focus on a computer screen; daily precise control of fingers and hand movements; occasional dealing with distraught or difficult individuals; occasional attendance at meetings or activities outside of normal working hours.

Classification History

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Revised: 1/1/09

Status: M2
FLSA: Exempt

Department Head Signature

Human Resources Signature

Date

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