

CITY OF BEAVERTON

Web Manager

General Summary

Develop and manage overall quality of the City's Web sites and online systems. Including administration of Web infrastructure and security, data architecture and database connectivity, e-Government applications, search engines, performance, integration of approval content, site appearance, accessibility and consistency.

Key Distinguishing Duty

Overall management of the City's internal and external websites.

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. Work with executive management and their representatives to develop web strategy. Develop project requirements, cost/effort analysis and feasibility assessments. Identify options, evaluate and propose technical solutions.
2. Promote the use of the web with internal departments. Assist departments with possible approaches and use of the web to facilitate internal/external processes and information flow.
3. Establish and manage the Web infrastructure including Web servers, databases, security, performance, e-Government applications, search engines and web usage reporting. Remain current on changing Web technologies and trends.
4. Oversee Internet systems of the organization. Manage database development; Web programming, Web design and daily operations
5. Manage performance of contractors and vendors by establishing and monitoring service level agreements and quality of service standards.
6. Develop, design, test and deploy web sites and online systems based on internal and external customer requirements and City's web strategy. Establish, implement and administer Web content and appearance standards and policies.
7. Manage Web staff and departmental Web team to ensure City and departmental goals and objectives are met. Schedule, assign and review work. Make hiring decisions. Provide opportunities for developmental training. Conduct performance evaluations. Respond to employee grievances and oversee disciplinary processes according to City policy.

8. Serve as a member of the department management team. Evaluate performance and program effectiveness and recommend action for improvement as necessary.
9. Participate in department operational processes including staff selection, budget preparation/monitoring, policy/procedure development and implementation, RFP process and contracts.
10. Develop work plans, timelines and resource allocations for assigned projects. Monitor progress to ensure objectives are met. Prepare reports and recommendations.
11. 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.
12. 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.
13. Participate in the City Emergency Management program including classes, training sessions and emergency events.
14. Produce an acceptable quantity and quality of work that is completed within established timelines.
15. Develop safe work habits and follow all required safety policies, procedures and techniques. Contribute to safety of self, co-workers and the general public.
16. Follow standards as outlined in the Employee Handbook.
17. Actively promote and support diversity in the workplace through staffing, promotions, training and career development. Model respect for 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

- ◆ Expert knowledge of tools and systems used to develop, design and publish web sites and web pages including database interfaces and design/graphics/layout software
- ◆ Advanced knowledge of standards, best practices, project management practices and principles, usability and accessibility standards/requirements and Internet protocols.
- ◆ Advanced knowledge of strategic planning methods in large cross-departmental online environments.

- ◆ Expert knowledge of data architecture concepts including data modeling; rules, policies and standards.
- ◆ Advanced knowledge of web/database servers and Web application security. Advanced knowledge of streaming audio, video applications and technologies.
- ◆ Advanced knowledge of relational database systems and Web-database connectivity technologies and techniques.
- ◆ Working knowledge of practices and principles of public/business administration and decision-making.
- ◆ Advanced knowledge of laws and regulations governing Web publishing, principles of Web technology, content management systems and online payments.
- ◆ Working knowledge of public purchasing and contracting laws and regulations.

Skills/Abilities Required

- ◆ Advanced ability to collaborate with executives, end users and the public on the development of web pages.
- ◆ Advanced ability to implement security principles in Web applications, data architecture and server infrastructure.
- ◆ Expert ability to communicate effectively both orally and in writing with diverse customers, employees, contractors, other agencies, public officials and the general public.
- ◆ Advanced skill in conceptual analysis and policy/program development and implementation.
- ◆ Advanced 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.
- ◆ Advanced ability to drive strategy and direction for overall architecture of Internet, Intranet web-based systems and data architecture integration.
- ◆ Advanced ability to effectively manage large enterprise-wide and cross-departmental projects.
- ◆ Advanced ability to demonstrate leadership behavior to employees, contractors, public officials, other agencies, customers and the general public.
- ◆ Advanced ability to establish and maintain effective working relationships with employees, contractors, other agencies, public officials and the general public.
- ◆ Advanced ability to apply excellent internal and external customer service skills.
- ◆ Expert ability to use word processing, graphics applications, spreadsheet programs or other application software as required for position.

Minimum Qualifications Required for Entry

Bachelor's degree in Information Systems, Computer Science or Business or a related field and five years Web management experience including three years supervisory experience, or an equivalent combination of education and experience enabling the incumbent to perform the essential functions of the position.

Licensing/Special Requirements

- ◆ Some positions in this classification are required to possess a valid driver's license and the ability to meet the City's driving standards.

- ◆ Web/Internet, Project Management or other similar certifications are desired.

Working Conditions

Regular focus on a computer screen; daily use of a keyboard or similar device; 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; occasional operation of a motor vehicle on public roads.

Classification History

New classification created: 8/99

Revised: 11/04

Revised 1/1/09

Status: M2

FLSA: Exempt

Department Head Signature

Human Resources Signature

Date

Date