CITY OF BELLINGHAM

JOB DESCRIPTION

JOB TITLE: **Web Systems Analyst** **UNION:231**
SG:7
DEPARTMENT: **Information Technology Services Department** **CS:N**
FLSA:N
EEO4CODE:PR

JOB SUMMARY:

Responsible for all aspects of the City's public website and internal intranet. Provides management, expertise, leadership, and support for all technologies related to the City's presence on the internet, and advises IT and City leadership on all areas of responsibility.

Performs research on changes to website technology and regulations; evaluates and recommends tools and future technical directions, as well as developing and recommending budget requests for areas of responsibility. Responsible for project management and technical leadership for the selection, implementation, and support of application technology, including leading project teams, assisting business users to define projects and using Project Management Institute (PMI) practices appropriately based on project size and criticality to successfully complete assigned projects. Performs detailed systems analysis and support services to maintain systems availability, security, and performance for assigned systems.

SUPERVISORY RELATIONSHIP:

This position reports to the Information Technology Applications Manager. Work is performed under general supervision and the guidance of City and Department policies, procedures, standards, and guidelines. Handles emergencies as directed by the Application Manager, Network Administrator, or Information Technology Services Director. May supervise other lower level staff as assigned.

ESSENTIAL FUNCTIONS OF THE JOB:

1. Installs, supports, and maintains complex enterprise website systems. Maintains web servers including installation and configuration of web technology, patching of server software, testing, upgrades, migrations, security, backups, disaster recovery, and performance. Writes technical documentation, troubleshoots, and resolves problems associated with this function. Recommends budget requests to acquire, support, and maintain current and planned website infrastructure.

2. Develops standards, procedures, and style guides for City websites and social media and monitors compliance. Leads City department content editors in planning, designing, organizing, developing, and maintaining quality web content. Provides content updates to website information. Provides training on content management standards, procedures, and tools for City web editors. Creates, manipulates, and enhances photographs and graphics for use in City websites, social media, and other digital publications. Monitors and enforces compliance for use of copyrighted materials on City websites. Develops and recommends standards, procedures, and policies pertaining to City web technology and services.

3. Configures and utilizes web analytics tools, analyzes data, creates reports, and uses results to improve City websites and search engine optimization. Manages the City's stock photo catalog, official logo resources, and branding guide. Designs and tests websites incorporating usability testing, accessibility standards, user experience design principles, effective information architecture, City branding, and customer requirements. Identifies and recommends strategic initiatives for the City website and intranet.

4. Supports City website technology by collecting, prioritizing, and addressing enhancement requests and reported issues. Maintains strong working relationships with vendors and City staff. Recommends improvements to City websites based on best practices, standards, regulations, laws, City business needs, performance metrics, and new technologies.

5. Manages projects to build or update public and internal websites and services and acquire and implement business applications as assigned. Provides organization, leadership, and expertise for projects. Develops project documents including project charters, requirements, budgets, request for proposals, contracts, and project plans. Participates in contract negotiation and acquisition of solutions. Manages and supports the project to completion with exceptional leadership, communications, and technical skills.

6. Works to improve business processes on City application systems. Identifies and utilizes technology tools including custom forms, workflows, reports, dashboards, scripts, application protocol interfaces, and other technology. Produces and provides effective training for individuals and groups. Applies security standards and best practices to all technology work and products.

ADDITIONAL WORK PERFORMED:

1. Performs other related work of a similar nature or level.

2. May supervise lower level staff as assigned.

PERFORMANCE REQUIREMENTS (Knowledge, Skills, and Abilities):

Knowledge of:

- Expert knowledge of web content management solutions including SharePoint and WordPress, contemporary social media services including Facebook, Twitter, and Instagram, Google search and analytics tools.
- Expert knowledge of web page design conventions, standards, current trends, and languages including: HTML, CSS, JavaScript, and responsive web design.
- Extensive knowledge of technology infrastructure including: TCP/IP, HTTP, FTP, Microsoft Windows Server, SQL Server, SharePoint Server, Office 365, Azure Cloud Services, PowerShell, Microsoft Internet Information Services (IIS) and Apache HTTP web servers.
- Extensive knowledge of Adobe PhotoShop, Lightroom, Illustrator, and InDesign.
- Thorough knowledge of web accessibility standards, guidelines, and best practices including Web Content Accessibility Guidelines (WCAG), assistive technologies and development tools on desktop and mobile devices.
- Thorough knowledge of tools and techniques to analyze technical issues, identify root cause, and correct problems.

- Thorough knowledge of Project Management Institute (PMI) Project Management Body of Knowledge (PMBOK).
- Thorough knowledge of Microsoft Office productivity tools and report design tools.
- Thorough knowledge of Microsoft, Apple, and Google operating systems and internet browsers for desktop and mobile devices.
- Familiarity and understanding of regulatory standards including PCIDSS, HIPAA, CJIS, and Washington's Local Government Common Records Retention (CORE) Schedule.
- Familiarity and understanding of Information Technology Infrastructure Library (ITIL) framework.
- Standards and best practices for cyber security such as CIS and NIST.

Skills in:

- Excellent problem-solving skills, evaluation of past practices, and willingness and ability to think creatively and strategically.
- Excellent communications with all levels of staff, vendors, and customers. Must be able to listen to others, process information, and provide clear, purposeful, efficient, and effective communications.
- Excellent skills in use of reporting, scripting, and other development tools to analyze data, develop process automation, or to distribute information from City applications.
- Excellent attention to detail.
- Excellent project management skills.
- Strong leadership skills and commitment to improvement.
- Strong organization and time management skills.
- Strong customer service skills.

Ability to**:**

- Excellent ability to demonstrate and provide leadership in assigned areas and projects.
- Excellent ability to make decisions under broad guidelines, represent the City's needs to vendors and potential vendors, explore and evaluate future technical directions the City should consider.
- Excellent ability to make decisions under broad guidelines and represent the City's needs to vendors and potential vendors.
- Excellent ability to manage, coordinate and support City website content on SharePoint and WordPress.
- Excellent ability to communicate clearly, verbally and in writing, at all levels.
- Strong ability to solve complex business process and technology problems.
- Strong ability to manage effective meetings.
- Maintain absolute confidentiality of sensitive files, data and materials accessed, discussed, or observed while working with City staff.
- Maintain security and confidentiality of systems and records while adhering to security policies and procedures.
- Ability and willingness to demonstrate the Public Service Competencies of Service Orientation, Results Orientation, and Teamwork and Cooperation.
- Organize, assign, oversee and evaluate the work of assigned staff.
- Expand on technical skills quickly using all available resources.
- Maintain consistent and punctual attendance.
- Adjust work schedule to adhere to system service level agreements.
- Physical ability to perform the essential functions of the job including:
  - Dexterity of hands and fingers to operate a computer keyboard;
  - Near distance visual acuity to assure proper operation of computers and software,
  - Ability to exchange verbal information in person and by telephone;
  - Lifting and moving components weighing up to 25 pounds.

WORKING ENVIRONMENT:

The work performed is in an office setting at a computer workstation with long periods of sitting or standing. Work environment includes a normal range of noise and other distractions with low everyday risks working around standard office equipment. Work requires frequent visits to customer worksites. Work may require call outs or other flexibility in scheduling.

EXPERIENCE AND TRAINING REQUIREMENTS:

- BA or BS degree in computer science, information systems, interactive media, or related field.
- Technical:
  - Four years of progressively responsible experience managing public and internal websites for complex organizations with at least 250 employees required. Providing such work in a government setting is preferred.
  - Four years of progressively responsible experience designing, implementing, and supporting websites required.
  - Experience in a project manager role in software acquisition or implementation projects is required.
  - Experience developing, managing, and supporting websites on SharePoint strongly preferred.
  - Experience developing and supporting applications using html5 and JavaScript preferred.
- An equivalent combination of education and experience sufficient to provide the applicant with the knowledge, skills and ability to successfully perform the essential functions of the job will be considered.

NECESSARY SPECIAL REQUIREMENT:

- Employment contingent upon passing a criminal convictions and local background check.
- Agreement to and signature of a Privileged Access Confidentiality Agreement is required.
- Willingness and ability to work extra hours or change hours as needed to do systems work outside of normal business hours.

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11/18

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