

MAJOR FUNCTION

This is technical and professional web development work maintaining direct oversight of the Consolidated Dispatch Agency (CDA) website's content and appearance. The incumbent creates and executes graphic design campaigns with Administrative Services Office and Leadership team. Develops CDA iconography; approving and enforcing branding to support community engagement, recruiting efforts, and advises staff on the use of digital technologies. Work is performed under the supervision of the Director and is reviewed for achievement of desired results through regular status meetings and written reports.

ESSENTIAL AND OTHER IMPORTANT JOB DUTIES

Essential Duties

Creates graphic design for CDA projects and marketing campaigns, supervises the quality of all outgoing digital/physical collateral (print, video, web). Consults with Leadership to determine and solve agency marketing goals, online goals, recruiting goals, digital requests, and needs. Assists in creating effective, user-friendly web pages, ongoing maintenance including developing improved customer services/tools available via the internet; liaison to Technology and Innovations related to the technical support of the SharePoint site; manufacturing physical collateral from digital assets; analyzing and reporting on web analytics. Assist with all recruiting initiatives, job postings, job fairs, media campaigns, salary surveys, and community outreach. Attends regular meetings with City's Web Team and departments. Coordinates, analyzes, and explains web analytic data; suggests and implements improvements to site based on this data. Approves and enforces the Consolidated Dispatch Agency trademark policies internally and externally. Develops and maintains user experiences and communications tools regarding the website. Works with other departments to integrate the website with other marketing programs. Monitors trends in internet technology and pursues customer service (e-government) options to be used over the website and marketing efforts; includes strategic planning to accomplish desired results. Responds to web-based e-mail inquiries sent to the CDA. Plans, organizes, and conducts meetings as needed with technical and functional resources. Coordinates the testing and implementation of web-based solutions with all appropriate parties. Provides clear and concise written and oral communications to technical staff, functional representatives, and supervisors. Works independently and in a team environment including collaboration on solutions from concept to completion. Must be able to meet time-sensitive deadlines. Performs related work as required.

Other Important Duties

Keeps informed and abreast of major trends and developments in information technology and recruiting strategies. Researches and implements new technology that supports the Consolidated Dispatch Agency's digital marketing efforts. May be required to respond during declared emergencies. Participates in educational opportunities and community outreach events. Work collaboratively with colleagues and partner agencies to communicate critical mission-focused content. Coordinates program development/engagement with partner agencies. Performs related work as required.

DESIRABLE QUALIFICATIONS

Knowledge, Abilities, and Skills

Knowledge and understanding of computer systems and programs, web technology, current industry trends, and best practices for web development, policies and procedures, project management requirements, and techniques. Ability to apply best practice techniques to the web for viewing across multiple devices. Knowledge of content management systems. Knowledge of web application development using multiple programming technologies, leveraging multiple platforms. Ability to analyze and convert business requirements into design specifications. Ability to apply sound change management techniques in implementing technical solutions. Ability to conduct independent research

and define results. Ability to devote required attention to detailed work. Ability to interact effectively with functional representatives and technical co-workers one-on-one and/or in team environments. Ability to organize time and resources for maximum benefit. Skill in verbal and written communication. Skill in time management, and self-motivation. Skills to include, but not be limited to, use of the following toolsets: Microsoft Office 2010 desktop toolset, (Access, Word, Excel, etc.). Knowledgeable in HTML and Photoshop; knowledge of content management systems, SQL, XML, and Illustrator. Web Content Management Systems or comparable web development skills. Experience with the use of graphic design software in order to manage usability and delivery of creative application interfaces to enhance the user experience. Experience with developing and implementing online marketing, viral technology; email, blogs, wikis, and social media networking strategies to build brand awareness, expand reach, cultivate citizen engagement and enhance relationships. Ability to work independently and in a collaborative environment.

Minimum Training and Experience

Possession of an associate's degree in computer science, management information systems, human-computer interaction, graphic arts, communications, public relations or an accepted related field and four years of technical, staff, or administrative experience related to the core practices of the Consolidated Dispatch Agency; or an equivalent combination of training and experience.

Necessary Special Requirement

Must possess a valid Class E State driver's license at the time of application.

Established: 06-05-21