

CITY OF SALINAS

WEBMASTER / SYSTEMS ANALYST

BARGAINING UNIT/CLASS CODE:

AMPS/H30

DEFINITION

Under direction, performs highly responsible administrative and technical work in the analysis, development and operation of municipal data processing and computerized systems; includes the design, creation, monitoring, administration, troubleshooting and enhancement of systems, websites, applications, single and multi-user platforms operations and maintenance.

DISTINGUISHING CHARACTERISTICS

This classification is primarily responsible for the City's websites, client-server, multi-user and database platform administration and support. This class performs the full scope of analysis, design, development, implementation and project management of complex computer application systems. Administers applications and related systems, and performs design, development, evaluation, and maintenance, as well the system administration of a variety of personal computer, network, minicomputer, and host operating systems.

ESSENTIAL JOBS FUNCTIONS OF THE POSITION Duties may include, but are not limited to the following:

Managing our entire web presence. Continuous maintenance and improvement of the content, design and technology of our websites. Creating and updating web pages in a timely manner, ensuring information is accurate and up-to-date. Improve and expand internal site search capabilities. Optimize external search engine site placement. Perform regular analysis and monitoring of web site performance. Ensure compatibility with major Internet browser software. Create and modify HTML code. Design and enhance web page user interfaces and improve inter/intra-site navigation. Create, manipulate and optimize images. High level of proficiency using website editing software. Monitors changes and developments of the Internet/Intranet and website related technological advances by attending seminars, conferences and lectures, and by reviewing professional literature; evaluates their application to City activities and recommends implementation. Works closely with other departments and represents Information Systems in meetings to facilitate information technology solutions. Plans, schedules, coordinates, and participates in the development, testing and implementation of computer applications; consults with current and proposed computer application users to discuss and document requests for new and/or modified system changes. Researches and identifies design alternatives; and recommends computer based solutions. Prepares comprehensive project descriptions, cost/benefit analysis and needs assessment for new and/or enhanced system modifications. Sets work priorities; manages and schedules assigned work around established goals and objectives. Prepares long-range technology plans. Develops policies and procedures. Review, approve, document, monitor and modify systems and applications. Surveys and analyzes major existing or proposed systems in complex computer areas; confers with departments to determine system requirements, functions, procedures, desired results and problem definition. Conducts feasibility studies and prepares reports of time estimates, personnel requirements, and progress on assigned projects; reduces design projects into component analysis tasks and prepares final systems design, specification and documentation. Directs and assists in the testing and debugging of systems. Ensures that documentation is complete prior to releasing for operation. Coordinates with all Information System staff for successful implementations.

PHYSICAL AND MENTAL CHARACTERISTICS

Physical, mental and emotional stamina to perform the duties and responsibilities of the position; manual dexterity sufficient to write, use telephone, computer, business machines and related equipment; vision sufficient to read printed materials, visual display terminals, detailed fine writing on software specifications, and distinguish colors for hardware and software performance evaluation purposes; hearing sufficient to conduct in person and telephone conversations; speaking ability in an understandable voice with sufficient volume to be heard in a normal conversational distance, on the telephone and in addressing groups; physical agility to push/pull, squat, twist, turn, bend, stoop and reach overhead as needed; physical mobility sufficient

CITY OF SALINAS
WEBMASTER/SYSTEMS ANALYST (continued)

to move about the work environment, physical strength to lift up to 20 lbs.; physical stamina sufficient to sit for prolonged periods of time; mental acuity to collect and interpret data, evaluate, reason, define problems, establish facts, draw valid conclusions, make valid judgments and decisions.

WORKING CONDITIONS

Business office working environment subject to sitting at a desk for long periods of time, bending, crouching, or kneeling at files, pushing/pulling of file drawers and supplies, reaching in all directions and prolonged periods of time working at a computer terminal. Occasionally include out-of office work at near-by worksites, driving to job sites and meetings, and out-of-town training.

QUALIFICATIONS:

Knowledge of:

Has a thorough understanding of the Internet and facilitating efficient use of websites. Computing services and information technology. Project management for computing services projects. Management and use of operating systems associated with City's computer environment, local area networks (LANs), and City's installed base of personal computers, mini-computers and associated peripheral devices. Standard database, word processing, spreadsheets, utilities and other personal computer software. The operation, functions, capabilities and requirements of computer based applications including troubleshooting principles and practices. Job planning, prioritizing and scheduling techniques. One or more of the following (depending on the needs of the City): systems software, application operation, data management, software tools and utilities.

Ability to:

Perform project management including scheduling, developing critical paths, tracking, contingency planning, resource allocation, and team leadership. Perform the essential functions of this classification. Prepare a wide variety of professional reports, documentation, and correspondence. Communicate effectively with all levels of management. Establish effective working relationships with employees, other City staff, departments, and the general public. Provide a global perspective to assist department's Citywide in emerging technology.

License and Certificates:

Possession of a valid California Driver's License.

Education and Experience:

An example of the education and experience which most likely demonstrates the skills, knowledge and abilities required to perform the duties would be any combination equivalent to a bachelor's degree with a major in information systems, computer science, or a closely related computing systems concentration and two years of progressively responsible experience in designing, managing and implementing content in website design or enterprise software.

Reviewed _____
Department Director

Approved _____
Human Resources Officer

Approval Date _____