

CLASS SPECIFICATION
Senior Communications/Internet Mapping Specialist

FLSA Status: Exempt
Union Representation: Nonrepresented

GENERAL PURPOSE

Under general supervision, will serve as team leader of the Communications/Web section for the management, planning, supervision and evaluation of service and staff; will maintain an efficient and effective process of work flow management and perform a variety of bureau communications and public information duties by developing, designing and maintaining web-based publishing and services and print-based publishing services; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

Senior Communications/Internet Mapping Specialists perform complex professional assignments in developing, enhancing and maintaining web-based and publishing services, using tools and utilities to support bureau communication and service delivery needs, operational productivity goals and community service requirements. With technical, public information and other bureau staff, incumbents oversee and implement the publishing end of communications and service delivery, by using web and print tools and applications. Incumbents must possess the ability to supervise in a team-oriented atmosphere, demonstrate the ability to collaborate and work in support of high quality public service objectives and possess superior human relations and communication skills.

Senior Communications/Internet Mapping Specialist is distinguished from other professional public information and information systems classes in that incumbents create and maintain a wide variety of technical applications to meet communications and service needs and assists in the development of bureau-sensitive graphic/print materials.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Any one position in this class may not perform all the duties listed below, nor do the listed examples of duties include all similar and related duties that may be assigned to this class.

1. Reviews and assigns routine work to individuals within the unit.
2. Coordinates and analyzes, develops, implements and maintains web-based technologies to support data analysis mapping functions, public information, public education, recruitment, crime reporting and other bureau business and customer service functions and models within assigned bureaus; participates with other bureau and Information Technology bureau staff to support GIS and web-based program initiatives and activities throughout the City.
3. Working with individual program and division managers, develop communication and service tools for both web and print publishing and distribution; examine program communication goals;

recommend and create web functions or other communication tools; evaluate results; recommend and implement modifications.

4. Manages content, design and functionality of bureau website, including developing new and updated content and researching appropriate links for related sites; writes, tests and revises functions using HTML and JavaScript.
5. Design complex printed materials; oversee the production of complex graphics/publishing assignments; assists other bureau divisions in confidential bureau-sensitive publications (crime scene layout graphics for court presentation, etc).
6. Designs, develops, tests, installs, enhances and maintains GIS and mapping applications, scripts, tools and utilities to deliver products and services consistent with bureau and/or City goals and objectives; oversees and controls applicable data collection activities; develops logic and writes complex programs and interfaces, using applicable programming languages, to convert and associate mapping feature and attribute data; coordinates data conversion processes; writes scripts to perform quality control and assurance testing on applications and data; ensures the accuracy and reliability of mapping products and services in accordance with standards; writes required documentation.
7. Identifies system/network requirements and proposes solutions; evaluates hardware and software required to support systems and enhancements; develops and presents support for new enhancement requests, including evaluation of alternatives and cost/benefit analyses.
8. Develops and installs custom applications to ensure query capabilities and data manipulation access to GIS data sets.

OTHER DUTIES

1. Provides applications support to automated mapping applications and databases.
2. Designs, installs, maintains and modifies bureau web pages and navigational structures; designs and optimizes web graphics; manages web site and remote server links.
3. Participates in training users on systems and applications.
4. May supervise other web communications and graphics design staff and contract employees.
5. Access a variety of secure bureau/law enforcement databases in researching and developing projects.

MINIMUM QUALIFICATIONS

Knowledge of:

1. Principles, practices and methods of government communications, including developing plans and tools to meet bureau or individual program communication or service delivery needs.

2. Principles, practices and techniques of graphic design and electronic publishing.
3. Methods and techniques of communicating electronically to a wide variety of audiences and users.
4. Principles, practices and techniques of mapping.
5. Concepts, methods and terminology applicable to the display of spatial relationships of facilities and other data.
6. Advanced analytical techniques using computer science technologies.
7. Basic principles and practices of systems, database and network administration, including security methods and protocols.
8. Principles, practices and methods of web-based design and development and applicable programming languages, scripts and protocols.

Ability to:

1. Plan, organize and complete complex electronic and print publishing and electronic service delivery projects efficiently to meet user needs in a timely manner.
2. Identify data and information management issues, analyze problems and alternatives and develop sound conclusions and recommendations.
3. Assess user and customer needs, set priorities and carry out projects effectively and in a timely manner.
4. Assign work to other staff; check work for quality and adherence to overall project goals; evaluate performance.
5. Use applicable software required in carrying out file conversion assignments.
6. Develop appropriate procedures and prepare accurate mapping products and services.
7. Communicate effectively, orally and in writing.
8. Prepare clear, concise and accurate documentation, project reports and other written materials.
9. Exercise sound independent judgment within established guidelines.
10. Establish effective working relationships with others encountered in the course of work.

11. Pass a strict police bureau background investigation.

Training and Experience:

A typical way of obtaining the knowledge, skills and abilities outlined above is graduation from a four-year college or university with coursework in publications design or web design; and at least four years of progressively responsible experience in the design, implementation and administration of web-based publishing and services; or an equivalent combination of training and experience.

PHYSICAL AND MENTAL DEMANDS

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depend, in part, on the specific requirements for the job, the limitations related to disability and the ability of the hiring bureau to accommodate the limitation.

Class History:

Adopted: 07-01-02

Revised:

Class created as a result of Nonrepresented Classification & Compensation Study, 2000-2002. This class is composed of positions from the following class(es):

0966 PROGRAM COORDINATOR. Adopted: 07-01-92

June 2009 - Change Job Class number from 7243 to 30000516, due to system change.