

**CLASS SPECIFICATION**  
**Communications/Internet Mapping Specialist**

FLSA Status: Exempt  
Union Representation: Nonrepresented

**GENERAL PURPOSE**

Under direction, performs a variety of 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**

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.

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 assist 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. 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.
2. 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.
3. Creates content, design and functionality to bureau website, including developing new and updated content and researching appropriate links for related sites; writes, tests and revises functions using HTML and JavaScript.

4. Designs printed materials to support web-published tools; assists other bureau divisions in confidential bureau-sensitive publications, including crime scene layout graphics for court presentations.
5. 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 and production activities.
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 methods of web-based design and development and applicable programming languages, scripts and protocols.
3. Principles, practices and techniques of graphic design and electronic publishing.
4. Methods and techniques of communicating electronically to a wide variety of audiences and users.
5. Principles, practices and techniques of mapping.
6. Concepts, methods and terminology applicable to the display of spatial relationships of facilities and other data.
7. Advanced analytical techniques using computer science technologies.
8. Basic principles and practices of systems, database and network administration, including security methods 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 support staff; check work for quality and adherence to overall project goals.
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 three 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.

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**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 classes:

0934 PROGRAM SPECIALIST            Adopted: 07-01-92

June 2009 - Change Job Class number from 7242 to 30000515, due to system change.