

**CITY OF CARLSBAD
CLASS SPECIFICATION**

POSITION: SENIOR WEB ENGINEER

DEPARTMENT: INFORMATION TECHNOLOGY

BASIC FUNCTION:

Under general direction the Senior Web Engineer manages the design, format and functionality of the city's entire Internet and Intranet presence by determining the needs of the organization and the requirements for the Internet and Intranet systems. The Senior Web Engineer may supervise or lead the work of direct reports or other staff assigned during various projects.

KEY RESPONSIBILITIES:

Participates in the Information Technology Department's strategic planning efforts.

Serves as a project manager on key technology projects as assigned; develops dashboards and management reports for users to track project progress and status.

Manages day-to-day operation of the city's Internet and Intranet sites including the transfer, testing, and updating of Web materials, consults with city departments on the use of alternate website(s).

Provides complete technical documentation supporting the service, network diagrams, and server configuration.

Secures programming, graphics, word processing/templates, and authoring support as needed.

Obtains bids quotes and administers request for proposals and selection of associated web based applications, tool or services as prescribed.

Trains city departments in content management and to maintain department Web pages and documents.

Researches new Web features and tools which might be useful for managing the Internet and Intranet sites, and for expanding on-line offerings.

Stays abreast of current and emerging technologies related to areas of expertise.

Develops and maintains a roadmap(s) for the city's Internet presence, based on policy directions and management goals.

Develops, maintains and enhances online transaction capabilities and services as warranted.

Develops opportunities for public access and integrated service on the city's webpage(s) incorporating all relevant laws and regulations.

Maintains awareness of ongoing Information Technology Departmental policy and management initiatives, and identifies opportunities to use the Internet to facilitate initiatives.

Meets with departments and cross functional teams to provide guidance and support for developing hosted solutions and community of interest sites.

Reports on the city's Internet presence as needed or requested.

Develops SQL scripts for the creation of databases, populating data records and to store records.

Determines content management applications to support various departments placement of all new information.

Collaborates with Information Technology staff to conduct root cause analysis, and develop alternative resolution strategies to technical problems.

Performs maintenance activities and other support activities for stakeholders.

Fine tunes home or satellite site(s) based on feedback from users and monthly statistics.

Supervises, develops and evaluates direct reports, distributes and assigns workload to reports or other staff assigned during various projects.

KNOWLEDGE AND ABILITIES:

- Knowledge of project management practices and the ability to manage multiple projects simultaneously.
- Proficiency with project management practices based on industry standards and the ability to manage multiple projects simultaneously.
- Knowledge of UNIX and Windows environments.
Proficiency with Windows environments, including server/desktop configuration and troubleshooting.
- Proficiency with programming and scripting languages including HTML, DHTML, XML/XSL, RSS, C++, Visual Basic, ASP, and Advanced JavaScript.
- Proficiency with programming and scripting languages including .Net, HTML5, CSS3, XML/XSL, JSON, jQuery and AngularJS.
- General knowledge of programming and scripting languages including CGI/PERL, Oracle CGI, ActiveX, Flash, Java and shell scripting.
- Knowledge of database applications, developing large applications for Intranets or migrating existing applications to Intranets.
- Knowledge of database applications, developing large browser-based applications or migrating existing applications.
- Ability to produce management reports.
- Ability to produce browser-based management dashboards and reports.
- Ability to collaborate and work well in project teams.
- Ability to have frequent interface with end users and provide high levels of service.

EXPERIENCE AND EDUCATION:

A bachelor's degree in computer science or a related subject. Minimum 5 years providing web services to the enterprise or end users, including development and maintenance of high-traffic web sites and satellite sites for a government enterprise.

Project Management certification or commensurate education is highly desirable.

ESSENTIAL FUNCTIONS:

The conditions below are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

- Must be able to advise and provide interpretation to others on how to apply policies, procedures, and standards to specific situations; needs to be able to use a variety of descriptive data and information such as: a variety of plans; resolutions; maps; reports; computer software operating manuals; procedures; guidelines; and routine correspondence.
- Must be able to communicate orally and in writing, clearly and concisely and in a non-technical manner with city personnel at all levels; consultants; vendors; and the general public; needs to effectively present information and respond to questions from groups of managers, clients, and the general public.
- Must be able to use functional reasoning and apply rational judgment when performing diversified work activities; analyze data and information using established criteria in order to determine consequences and identify and select alternatives.

Physical Requirements:

- Needs to be able to operate equipment and machinery with some requiring rapid adjustments such as a computer keyboard and terminal. Must be able to coordinate eyes, hands, feet and limbs in performing skilled movements such as rapid keyboard use.
- Must be able to remain seated for extended periods. Tasks may involve extended periods of time at a keyboard or workstation. Needs to be able to perform frequent downward flexion of neck, side-to-side turning of the neck, fine finger dexterity and grasp to manipulate the keyboard, telephone, writing instruments. Job entails occasional walking, standing, bending, stooping, climbing, reaching at and above shoulders, twisting at the waist, upward flexion of the neck. On an infrequent basis, the incumbent must be able to squat and kneel.
- Overtime and attending meetings outside regular work hours may be required. Work environment is professional and both team and autonomy oriented. This position is impacted by urgent time deadlines due to various reporting and filing requirements.
- There is some repetitiveness in program coding, a need for extreme accuracy, and paying attention to detail. Additionally, there is a need to be able to shift attention before tasks are completed to be able to balance user demands, telephone and other interruptions.
- Must be able to transport themselves around the city for the purpose of meetings or assignments when necessary.

DATE APPROVED: June 13, 2017