

DIGITAL APPLICATIONS DEVELOPER

DEFINITION

Under direction of the Community & Media Relations Officer, the Digital Applications Developer will develop and produce digital application themes and templates, generate graphic elements, and implement interactive features for the City of Hayward's digital presence, including the City's website, email newsletters, mobile applications and social media platforms. The position will also carry out maintenance, optimization and troubleshooting for the City's public web properties and organizational intranet.

DISTINGUISHING CHARACTERISTICS

This is a specialized journey level professional classification and it is expected that the incumbent would perform the full range of professional and technical duties independently and without close supervision. Employees at this level receive only occasional instruction or assistance as new or unusual situations arise. The incumbent exercises significant discretion and judgment related to the development and execution of the City's web strategy and online services, the maintenance of municipal information and the expansion of mobile applications, and in the development, formulation and implementation of policies and procedures for the website. The incumbent is responsible for providing valuable recommendations on the development of new digital strategies.

SUPERVISION RECEIVED

Receives direction from the Community and Media Relations Officer.

SUPERVISION EXERCISED

May provide technical and functional supervision of technical and clerical staff.

ESSENTIAL DUTIES

Duties may include but are not limited to the following:

Oversees design and content standards, system access, workflow and other key administrative duties within the Drupal 7 Content Management Framework.

Identifies existing Drupal modules or develops custom modules to support organizational goals and strategies as necessary.

Maintains the integrity of all online content as it pertains to information architecture, content hierarchy, brand & style guide, and site map.

ESSENTIAL DUTIES (continued):

Works with staff across the organization to develop new digital strategies for information dissemination and service delivery.

Evaluates opportunities to optimize existing digital properties, services and applications, provides thoughtful recommendations and moves to implement new features and functionalities as necessary.

Designs and develops small, initiative-based websites or blogs as needed. Carries out necessary site maintenance and platform updates on an ongoing basis.

Closely tracks emerging web standards with particular emphasis on user-centered design and search engine optimization techniques.

Provides training and technical support to staff on the use of web applications and Drupal CMS operating procedures; answers technical questions from users.

Actively monitors advances in both consumer and municipal website design and development.

Works closely with Information Technology staff to ensure appropriate technical infrastructure (both on-site and hosted) for all web and mobile applications.

Suggests and implements content standards and administrative procedures for the City's website, third-party platforms and mobile applications.

Coordinates functions and activities between user departments and Information Technology.

Oversees administrative access to digital platforms, including websites, social media and web applications; manages user passwords and security/access issues.

Monitors site usage analytics and provides detailed reports and recommendations as requested.

Develops a testing program to monitor and address site functionality issues.

Performs related duties as assigned.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Knowledge of:

Drupal 7 CMS framework.

Front end coding techniques, including HTML, CSS, Javascript, XML, PHP, and SQL.

JOB RELATED AND ESSENTIAL QUALIFICATIONS (continued):

Knowledge of (continued):

Adobe CS design tools, including Photoshop and Illustrator.

Web accessibility and security standards, along with related experience using tools for testing.

Basic elements of SEO and digital marketing tools.

Current literature, trends, developments, and technical aspects in web and mobile application development.

Ability to:

Develop, maintain, and optimize websites of similar complexity and scale.

Proficiently work with accessibility standards and guidelines to ensure compliance.

Proficiently work with the functions and operations of web systems and security, including firewall configuration.

Problem solve, perform project management, training, research, and policy development.

Interpret and apply City and department policies, procedures, rules and regulations.

Exercise sound judgment within established guidelines.

Handle multiple assignments simultaneously and meet established standards and deadlines.

Operate modern office equipment including computer equipment and specialized software applications programs.

Establish and maintain effective working relationships with those contacted in the course of work.

Effectively work both independently and as part of a team.

EXPERIENCE AND EDUCATION

Any combination of experience and education that could likely provide the required knowledge and abilities would be qualifying. A typical way to obtain the knowledge and abilities would be:

Experience: Two (2) years of experience in web or digital applications management, development, design, and programming.

EXPERIENCE AND EDUCATION (continued):

Education: Equivalent to a Bachelor's degree from an accredited college or university with major course work in information systems, web development and design or a related field.

Licenses and Certificates: Possess and maintain a valid California Class C Driver's License.

SPECIAL REQUIREMENTS

Essential duties require the mental and/or physical ability to: work in a standard office environment and use standard office equipment and current software; grasp, perform repetitive hand movements and fine coordination to prepare documents and data using a computer keyboard and mouse/trackball; sit for prolonged periods of time; stand, walk, reach, twist, turn, kneel, bend, squat and stoop in the performance of daily office activities; converse by telephone, email, in person, and to small or large groups and be clearly understood; travel to various locations and participate in meetings to conduct City business; read and comprehend technical and complex documents; interact with the public and all different levels of City staff in an effective and professional manner; and safely lift, carry and move equipment and materials weighing up to 35 pounds; and be available for overtime work as necessary. Essential functions must be performed with or without reasonable accommodations.

PROBATIONARY PERIOD: One (1) Year

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AAP GROUP: 16

FPPC STATUS: Designated

FLSA STATUS: Exempt