## MAJOR FUNCTION

This is technical, professional, and supervisory web development work overseeing and managing the operation of the City of Tallahassee Police Department's Public Information Office in its digital efforts by demonstrating considerable knowledge and understanding of web, social media and digital marketing technology, current industry trends and best practices.  The incumbent creates and executes graphic design campaigns with the Tallahassee Police Department Public Information Officers and project leads.  Work is performed under the supervision of a Police Major and is reviewed for achievement of desired results through regular status meetings and written reports.

## ESSENTIAL AND OTHER IMPORTANT JOB DUTIES

Essential Duties
Maintains direct oversight of the City of Tallahassee Police Departments website and social media content and appearance.  Works with and provides guidance to employees regarding their digital presence including assisting them in creating effective, user friendly web and social media pages, ongoing maintenance including developing improved customer services tools available via the internet, liaison to Technology Infrastructure related to technical support of the sites, creating and executing graphic and video design campaigns with the Public Information Officers and project leads; manufacturing physical collateral from digital assets, analyzing and reporting on web analytic; approving; and advising staff on the use of digital technologies  Consults with individual Police Department branches to determine and solve their marketing goals, online goals, digital requests and needs.  Coordinates, analyzes, and explains web analytic data; suggests and implements improvements to site based on this data.  Enforces City of Tallahassee trademark policies internally and externally.  Develops and maintains user experiences and communications tools regarding the website.  Works with Communications staff to integrate website with other marketing programs. Monitors trends in internet technology and pursues customer service (e-government) options to be used over the website and marketing efforts; includes strategic planning to accomplish desired results.  Responds to web-based e-mail inquiries sent to the TPD.  Plans, organizes, and conducts meetings as needed with technical and functional resources.  Coordinates the testing and implementation of web-based solutions with all appropriate parties.  Provides clear and concise written and oral communications to technical staff, functional representatives, and supervisor.  Works in a team environment including collaboration on solutions from concept to completion.  Oversees the Public Information function such as appearing on TV and radio, writing press releases, organizing, and running press conferences and maintaining a close working relationship with the news media. Resolves grievances, disciplines, and conducts performance evaluations of subordinate personnel. Performs related work as required.

Other Important Duties
Keeps informed and abreast of major trends and developments in information technology. Researches and implements new technology that supports the Tallahassee Police Departments digital marketing efforts. Participates in educational opportunities.  Performs related work as required.

## DESIRABLE QUALIFICATIONS

Knowledge, Abilities and Skills
Considerable knowledge and understanding of computer systems and programs, web technology and current industry trends and best practices for web development, policies and procedures, project management requirements, procedures and techniques.  Ability to apply best practice techniques to web for viewing across multiple devices. Knowledge of content management systems.  Knowledge of web application development using multiple programming technologies, leveraging multiple platforms. Ability to analyze and convert business requirements into design specifications.  Ability to apply sound

change management techniques in implementing technical solutions.  Ability to conduct independent research and define results.  Ability to devote required attention to detailed work.  Ability to interact effectively with functional representatives and technical co-workers one-on-one and/or in team environments.  Ability to organize time and resources for maximum benefit.  Skill in verbal and written communication.  Skill in time management, and self-motivation.  Strong analytical, design, and coding skills for providing simple to complex solutions recommendations.  Skills to include, but not be limited to, use of the following tool sets:  Microsoft Office 2010 desktop toolset, (Access, Word, Excel, etc.).  Extremely proficient in HTML, CSS3 and Photoshop; working knowledge of content management systems, SQL, XML and Illustrator; familiarity with ASP.NET, jQuery, AJAX and other similar coding languages.  Web Content Management Systems or comparable web development skills.  Experience with the use of graphic design software to manage usability and delivery of creative application interfaces to enhance the user experience.  Experience with developing and implementing online marketing, viral technology; email, blogs, wikis, and social media networking strategies to build brand awareness, expand reach, cultivate citizen engagement, and enhance relationships.

Minimum Training and Experience
Possession of a bachelor's degree in computer science, management information systems, human-computer interaction, graphic arts, communications, public relations or a related field and two years of technical experience in design and development of web sites, web pages and web applications; or an equivalent combination of training and experience.

Necessary Special Requirement
Must possess a valid Class E State driver's license at the time of appointment.
Applicants should truthfully complete the Criminal History Questions on the City Employment Application.  Any omissions, falsifications, misstatements, or misrepresentations of the information provided may disqualify an applicant.  The top applicant chosen for this position will be required to complete and pass a Truth Verification Examination prior to an employment offer being made.

Established:    05-06-20
Revised:        10-25-21