City of
EDMONDS
Washington

Web Systems Analyst

Department:	Finance and Information Services	**Pay Grade:**	NE-12
Bargaining Unit:	AFSCME Council 2	**FLSA Status:**	Non-Exempt
Revised Date:	01/09/2020	**Reports To:**	Information Services Manager

POSITION PURPOSE:

The Web Systems Analyst position is central to the development, operations, and maintenance of the City's online presence. Under general direction of the Information Services Manager, the Web Systems Analyst will support, design, program, implement and maintain the City's inter/intranets, portals, web sites, web applications and social media presence; to provide user support, technical assistance and training on the use of portals and e-commerce and web based software applications.   Additionally, this position will evaluate current City online offerings, and work closely with departments in the analysis and development of online strategies. The incumbent will be key in guiding users in the formulation of requirements, analysis of web presence results, and recommending correct approaches to solving issues.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

The following duties ARE NOT intended to serve as a comprehensive list of all duties performed by all employees in this classification, only a representative summary of the primary duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.

- Evaluate the City's web-based needs; work in conjunction with stakeholders to create scope of service recommendations, online solutions and delivery of a successful web strategy for the City.
- Assist content managers with posting information on the web; train users, approve pages for publication and troubleshoot website with vendor.
- Analyze web analytics in order to recommend and implement web best practices and to improve overall website performance
- Monitor and understand on-site behavior and connect with new trends and strategies for optimization of web strategies
- Design, implement and maintain the City's internal and external portals and websites; maintain security, implement application upgrades and perform troubleshooting.
- Coordinate web application system upgrades, new releases, and migration to new applications.
- Prepare project scopes, plans, reports, presentations and proposals in order to communicate clearly and effectively with stakeholders.
- Identify areas of improvement regarding the City's intra/internet sites; gather system requirements from customers (internal/external).
- Coordinate efforts with information services staff to install, tune, and maintain web based applications.
- Develop and support databases that support web applications and websites.
- Prepare reports, web analytics, document work plans and project schedules.

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Web Systems Analyst

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES (continued)

- Work in a variety of web development frameworks to design, code, install, customize and maintain web functions and components, including layouts and navigation structures on portal pages utilizing various web tools and programming languages.
- Promote the utilization of web based systems (internal/external) through user support, training and mentoring;   organize information seminars, develop internal correspondences, standards, and operating procedures.
- Ensure all online presence is retained per Washington State records retention laws.
- Installs and/or upgrades systems and application software; serves as internal helpdesk for users.
- Coordinates and provides individual and small group training on new and existing software applications.
- Provides support to the Department on matters as directed, also may serve as staff on a variety of committees.
- Attends and participates in professional group meetings, maintains awareness of new trends and developments in the fields related to area of assignment and incorporates new developments as assigned.
- Provide project management support in the selection and implementation of new system applications. Meet with user department personnel to analyze departmental processes,
- Perform testing to ensure functionality and quality control
- Back up other technology staff as needed

Required Knowledge of:

- Operations and administration of a variety of desktop computer systems running windows 10 or later and recent releases of Linux, Microsoft and Open office software applications, PowerShell and bash scripting languages, virus checking software; and PC diagnostic software and peripheral devices
- Methods and techniques of operating systems and security
- Applicable communication protocols used in a Web environment
- Principles and practices of Web page design and coding concepts
- Standard web tools and programming languages
- Database design and optimization, SQL query development
- Methods and techniques of Web security
- Search engines/indexing and portal design concepts
- Social media best practices
- Current , trending and emerging technology, as it pertains to social media and web presence
- Pertinent Federal, State and local codes, laws and regulations
- Project management principles and practices
- Research and data collection methods and report preparation
- Effective oral and written communication principles and practices

Required Skill in:

- Providing technical and policy expertise to department management including preparing analyses and reports
- Providing technical support to users in assigned area
- Analyzing problems and recommending appropriate solutions
- Meeting schedules and timelines by planning and organizing work, prioritizing tasks and using time effectively
- Adapting to changes in technology
- Interpreting web traffic data

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Required Skill in (continued)

- Interacting with users and office staff in non-technical, clear terms
- Handling complex multiple tasks and prioritizing effectively
- Interpreting and applying federal, state and local policies, laws and regulations related to assigned work
- Utilizing personal computer software programs and other relevant software affecting assigned work
- Establishing and maintaining effective working relationships with staff, management, vendors, outside agencies, community groups and the general public
- Applying program/project management techniques and principles
- Understanding data and relationships between sets, identifying and explaining recommendations for improvement by presenting data in a meaningful way both orally and visually
- Ability to work independently and prioritize objectives

MINIMUM QUALIFICATIONS:

Education and Experience:
Bachelor's Degree in Information Technology, Computer Science or related field and two (2) years of experience that includes work with online technology concepts, application programming, web design, relational databases, web presentations, PC troubleshooting, user support, and Microsoft Office applications; OR an equivalent combination of education, training and experience that will allow the incumbent to successfully perform the essential functions of the position.

Must be able to successfully complete and pass a background check.

Required Licenses or Certifications:
Valid State of Washington Driver's License

WORKING CONDITIONS:
Environment:

- Indoor work environment
- Constant interruptions
- Driving a vehicle to conduct work
- This position works a regular schedule; however incumbents may be required to work some holiday, evening and/or weekend hours to respond to emergencies and/or to implement specific projects

Physical Abilities:

- Hearing, speaking or otherwise communicating to exchange information and make presentations in person or on the phone
- Operating/using a computer keyboard or other office equipment
- Reading and understanding a variety of materials
- Sitting, standing or otherwise remaining in a stationary position for extended periods of time
- Bending at the waist, reaching overhead, above the shoulders and horizontally, stooping, kneeling, crouching, crawling, or otherwise positioning oneself to accomplish tasks
- Lifting/carrying or otherwise moving or transporting PC's, monitors and associated equipment during the installation or maintenance of such equipment up to 50 pounds

Hazards:

- Prolonged exposure to glare from computer monitors.

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Hazards (continued)

- Exposure to heavy dust in some work areas
- Occasional exposure to toxic or caustic chemicals, i.e. copier toner

Incumbent Signature: _____**Date:** _____

Department Head: _____**Date:** _____