

JUNE 2016
FLSA: EXEMPT

BUSINESS SYSTEMS ANALYST/ PROJECT MANAGER

DEFINITION

Under general supervision, performs systems maintenance, operational duties, and/or modification of application systems; serves as a liaison between system users and information technology staff, vendors, and service providers; provides technical and analytical support and training to system users; performs system administration functions to ensure security and effective operation; develops and maintains a variety of automated files, records, and databases; prepares and distributes new procedures, training materials, and a variety of scheduled and adhoc reports; plans, coordinates, and manages information technology services projects through entire project life cycle, including conception and initiation, definition and planning, launch and execution, monitoring and controlling, and close-out; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from assigned manager. May exercise technical and functional direction over and provides training to lower-level staff on a day-to-day or project basis.

CLASS CHARACTERISTICS

This is a fully competent class responsible for the conceptual and operational aspects of adapting information systems to business needs and communicating those needs to information system professionals, which requires that incumbents possess broad and detailed knowledge of department policies, programs, and practices as well as oversight of citywide and interdepartmental information technology services projects. Incumbents are required to conduct business requirements, needs, and other detailed review and analysis of various information technology strategies necessary to automate operational processes and to resolve organizational issues. Incumbents perform work within a broad framework of general policy requiring creativity and resourcefulness to accomplish goals and objectives, applies concepts, plans, and strategies which may deviate from established methods and practices, and regularly leads projects of critical importance and substantial consequence of success or failure to the City. This classification is distinguished from the information services management classifications in that the latter assume full management responsibility of assigned information technology services programs and functions.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the functions of the job.

- Participates in a variety of system user and work groups to identify user needs and operational, programmatic, and/or regulatory changes affecting application requirements and other related issues.
- Participates in the modification of existing systems and/or the implementation of new systems by developing, writing, and disseminating procedures that utilize new or changed system applications and by evaluating system modifications in response to operational, program, and/or regulatory changes.
- Receives requests for assistance related to the use of department and/or program systems and software applications; determines severity of problem and resolves or refers to appropriate personnel

- or vendor for resolution.
- Coordinates and directs the work of software vendors to identify and resolve programming and other operational problems; coordinates the scheduling of corrective patches and upgrades between vendors and staff; interacts with vendors, external agencies, auditors, or other staff to obtain requested data or special reports.
- Provides or arranges for the training of staff on the information systems used by the department and/or program; requests adhoc reports.
- Develops and executes system test plans to ensure application performance conforms to specifications; modifies technologies to correct errors and optimize system performance and cost-effectiveness.
- Performs software application research, development, conversion, installation, and maintenance projects through entire project life cycle, including conception and initiation, definition and planning, launch and execution, monitoring and controlling, and close-out.
- Plans, organizes, and defines project requirements, methods, and end objectives in consultation with end users; performs risk assessments; develops concept documents, impact analyses, stakeholder analyses, and draft process documentation; coordinates project activities with team members, other information technology services staff, user representatives, and outside vendors.
- Develops project budgets, service level agreements, and schedules; monitors project progress and ensures project goals and agreement requirements are met.
- Participates in the development of project management toolkits and methodologies used by information technology services staff.
- Facilitates and conducts business process redesign or technical design sessions and/or focus groups for design and implementation of new processes or systems.
- Develops consultant requests for proposals and qualifications for professional services; evaluates proposals and recommends project award; develops and reviews contract terms and amendments; ensures contractor compliance with City and department standards and specifications and time and budget estimates.
- Stays abreast of new trends and innovations in technology related to information technology operations; researches, recommends, and evaluates vendor solutions and technologies; implements improvements; works with staff to maintain, revise, or improve operations and systems.
- Writes and maintains user and technical operating instructions and documentation; prepares training materials and conducts formal and informal training programs on the use and operation of the applications and advises on best practices.
- Provides continuous training and mentoring to lower-level staff in areas of responsibility.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles and practices of project management, identifying technology needs and issues, researching and evaluating technology, applications, and the most effective courses of action, and implementing solutions.
- Project budget development and contract administration principles and techniques.
- Advanced principles and practices of information technology applications, systems, and infrastructure analysis, design, and management.
- Principles of relational database management and systems integration analysis and programming.
- Principles and practices of programmatic analysis and report preparation.
- Principles and practices of vendor relationship management.
- The organization, operation, and functions of the department as necessary to assume assigned responsibilities and to determine appropriate point of escalation.

- Applicable federal, state, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
- Recent and on-going developments, current literature, and sources of information related to the operations of the assigned programs.
- Modern office practices, methods, and computer equipment and applications related to the work.
- English usage, spelling, vocabulary, grammar, and punctuation.
- Techniques for providing a high level of customer service by effectively dealing with vendors and City staff.

Ability to:

- Plan and manage applications development, enhancement, and maintenance projects.
- Perform analyses of informational requirements and needs; identify, evaluate, and solve systems problems; design and implement new or revised systems and procedures; provide technical advice and consultation, and ensure efficient computer system utilization.
- Lead design sessions and process improvement sessions to identify business and user needs and discuss application capabilities and design modifications needed for improvement.
- Communicate with department personnel to identify and translate information needs into system requirements.
- Communicate business information system needs to system vendors for the design, development, and/or enhancement of system applications.
- Conduct research projects on a wide variety of software and systems issues, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
- Interpret, apply, explain, and ensure compliance with federal, state, and local policies, procedures, laws, rules, and regulations.
- Prepare clear and concise program documentation, user procedures, reports of work performed, and other written materials.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to graduation from an accredited four-year college or university with major coursework in management information systems, computer science, or a related field and four (4) years of progressively responsible experience in in the planning, implementation, oversight, and/or utilization of automated information systems and applications used to support departmental activities and information technology project management.

Licenses and Certifications:

- None.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. Standing in and walking between work areas is frequently required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification frequently bend, stoop, kneel, and reach to perform assigned duties, as well as push and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds with the use of proper equipment.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff when providing applications system support.



JUNE 2016
FLSA: EXEMPT

CITY ENGINEER

DEFINITION

Under administrative direction, plans, organizes, manages, and provides administrative direction and oversight for the Development Services Division within the Public Works Department, including permitting and land development services, Floodplain Administration, storm drain master planning and project planning, and construction inspection; assists in coordinating assigned activities with other City departments, divisions, outside agencies, and the public; fosters cooperative working relationships among City departments, divisions, and with intergovernmental and regulatory agencies and various public and private groups; provides highly responsible and complex professional assistance to the Public Works Director in areas of expertise; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the Public Works Director. Exercises general direction and supervision over supervisory, professional, technical, and administrative support staff.

CLASS CHARACTERISTICS

This is a management level classification in the Public Works Department. The incumbent oversees, directs, and participates in the engineering functions of the Public Works Department, including providing professional-level support to the Public Works Director in a variety of areas. Successful performance of the work requires an extensive professional background as well as skill in coordinating departmental work with that of other City departments and public agencies. Responsibilities include performing and directing many of the department's day-to-day permitting and administrative functions. This class is distinguished from the Public Works Director in that the latter has overall management responsibility for all public works programs, functions, and activities, and for developing, implementing, and interpreting public policy.

EXAMPLES OF ESSENTIAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Assumes management responsibility for all engineering functions and activities, including permitting and land development services, and construction inspection.
- Manages and participates in the development and implementation of goals, objectives, policies, and priorities for the assigned division; recommends, within departmental policy, appropriate service and staffing levels; recommends and administers policies and procedures.
- Manages the development and administration of the annual budget for the Development Services Division; directs the forecast of additional funds needed for staffing, equipment, materials, and supplies; directs the monitoring of and approves expenditures; directs and implements adjustments.
- Serves as the City's Floodplain Manager and coordinates all policies and programs regarding FEMA's Federal Floodplain Regulations.
- Selects, trains, motivates, and evaluates assigned personnel; provides or coordinates staff training; works with employees on performance issues; responds to staff questions and concerns; makes discipline recommendations to the Director.

- Continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors work load, administrative and support systems, and internal reporting relationships; identifies opportunities for improvement and reviews with the Director; directs the implementation of improvements.
- Oversees the development of consultant requests for proposal for professional and/or construction services and the advertising and bid processes; evaluates proposals and recommends project award; negotiates and administers contracts after award; ensures contractor compliance with City standards and specifications and time and budget estimates; analyzes and resolves complex problems that may arise; recommends and approves field changes as required.
- Conducts CIP planning activities for storm drainage projects; provides oversight and input into the conceptual design of engineering projects; investigates and resolves problems with scope of work or cost issues of major storm drain facility upgrade and replacement projects.
- Analyzes civil engineering plan design, specifications, and consultant and staff comments in accordance with design requirements and municipal and intergovernmental standards and regulations; recommends approval or additional engineering conditions and changes.
- Reviews and approves tract and parcel maps, lot line adjustments, and legal reviews; controversial encroachment permits; and other engineering and design documents.
- Meets and confers with contractors, engineers, developers, architects, a variety of outside agencies, and the general public in acquiring information and coordinating engineering matters; provides information regarding City development requirements.
- Serves as a liaison for the department to other City departments, divisions, elected officials, outside agencies, and the public; attends meetings in various locations; provides staff support to commissions, committees, and task forces; participates in community events and workshops that provide public information regarding departmental programs, projects, and services; explains and interprets departmental programs, policies, and activities.
- Conducts a variety of departmental organizational and operational studies and investigations; recommends modifications to programs, policies, and procedures as appropriate.
- Prepares, reviews, and presents staff reports, various management and information updates, and reports on special projects to the City Council, as well as various boards, commissions, and committees, as assigned by the Public Works Director.
- Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of engineering and other types of public works services as they relate to the area of assignment.
- Maintains and directs the maintenance of working and official departmental files.
- Monitors changes in laws, regulations, and technology that may affect City or departmental operations; implements policy and procedural changes as required.
- Responds to difficult and sensitive public inquiries and complaints and assists with resolutions and alternative recommendations.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Administrative principles and practices, including goal setting, program development, implementation, and evaluation, and supervision of staff.
- Public agency budgetary, contract administration, administrative practices, and general principles of risk management related to the functions of the assigned area.
- Organizational and management practices as applied to the analysis and evaluation of projects, programs, policies, procedures, and operational needs; principles and practices of municipal government administration.

- Principles and practices of civil engineering as applied to the planning, design, cost estimating, construction, installation, and inspection of a wide variety of municipal facilities.
- Civil and transportation engineering principles, concepts, standards, and practices associated with public works programs and private development projects.
- Principles and practices of environmental impact assessment and related regulatory processes.
- Methods, materials and techniques used in the construction of public works projects.
- Applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility including FEMA Federal Floodplain Regulations.
- Principles and practices of employee supervision, including work planning, assignment, review and evaluation, and the training of staff in work procedures.
- Methods and techniques for the development of presentations, contract negotiations and management, business correspondence, and information distribution; research and reporting methods, techniques, and procedures.
- Record keeping principles and procedures.
- Modern office practices, methods, and computer equipment and applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for effectively representing the City in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and City staff.

Ability to:

- Recommend and implement goals, objectives, and practices for providing effective and efficient engineering services.
- Plan, organize, and direct Development Services review and permitting programs.
- Conduct complex civil engineering research projects, evaluate alternatives, make sound recommendations, and prepare effective technical reports.
- Analyze and interpret engineering plans and specifications in accordance with design requirements and applicable standards and regulations.
- Prepare and administer large and complex budgets; allocate limited resources in a cost effective manner.
- Administer and recommend necessary adjustments to Public Works and Park In Lieu Fee programs including the In Lieu Fee reporting.
- Interpret, apply, explain, and ensure compliance with Federal, State, and local policies, procedures, laws, and regulations, technical written material, and City engineering policies and procedures.
- Plan, organize, direct, and coordinate the work of supervisory, professional, and technical personnel.
- Select, train, motivate, and evaluate the work of staff and train staff in work procedures.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Effectively administer special projects with contractual agreements and ensure compliance with stipulations; effectively administer a variety of engineering programs and administrative activities.
- Conduct effective negotiations and effectively represent the City and the department in meetings with governmental agencies, contractors, vendors, and various businesses, professional, regulatory, and legislative organizations.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Establish and maintain a variety of filing, record-keeping, and tracking systems.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.

- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to graduation from an accredited four-year college or university with major coursework in civil engineering, or a related field, and six (6) years of experience in civil engineering and capital improvement program administration, including two (2) years management and/or supervisory experience.

Licenses and Certifications:

- Possession of, or ability to obtain, a valid California Driver's License by time of appointment.
- Possess and maintain a valid certificate or registration as a Professional Engineer in the State of California.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer, to inspect City development sites, to operate a motor vehicle, and to visit various City and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.



**DECEMBER 2015
FLSA: NON-EXEMPT**

COMMUNITY OUTREACH SPECIALIST I

DEFINITION.

Under direct supervision, performs a variety of duties related to the development, preparation, and implementation of strategic internal and external communications, public information, and community relations activities; prepares informational materials for dissemination through a variety of communications media, public meetings, and events; develops media relations outreach programs for all of the City's primary functional areas; works with neighborhood communities, businesses, and civic leaders to assure their understanding of City policies and operations; and performs other related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives direct supervision from the Public Affairs Director. May provide technical and functional direction to staff.

CLASS CHARACTERISTICS

This is the entry-level class in the Community Outreach Specialist series. Performs a wide variety of activities in support of the City's social media relations and promotional efforts, including writing and editing material for publication and event conceptualization and development. Successful performance of the work requires skill in coordinating work with that of other departments and governing bodies within the City. Initially under close supervision, incumbents learn to develop, prepare, and implement internal and external communications and public information. As experience is gained, assignments become more varied and are performed with greater independence.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Perform a variety of public outreach and community relations activities, events, and public awareness programs for the dissemination of information regarding City operations, policies, and procedures.
- Creates, researches, edits, and contributes content and materials including posts, tweets, pitch letters, backgrounders, customer communications, fact sheets, brochures, feature articles, press releases, and other materials.
- Participates in planning, developing, and implementing a variety of social media campaigns and community outreach/education activities and projects in support of the City's products, programs, and services; maintains social media accounts with fresh daily content.
- Maintains steady and positive presence in the media through releases, contact, and responsiveness to inquiries/requests.
- Manages social public relations activities to reach target audiences with engaging messaging coordinating with other online brand content.

- Assists with content requests from internal departments, including creating and routing content and scheduling posts; establishes clear and consistent communications various City staff regarding constituent sentiment and trends in comments.
- Monitors social media management standards, policies and rules of engagement; monitors and reports on inappropriate content across all channels.
- Gathers and compiles information and images through research; analyzes social data/metrics and insights, analyzes information to effectively incorporate into work products; align work products with City's communication priorities.
- Develop and maintain contacts with various community groups, organizations, business leaders, media, and government agencies; foster and promote positive relations with the general public, community groups, employees, businesses, schools, and other local government.
- Performs general administrative and clerical work as required, including but not limited to scheduling and attending meetings, preparing reports and correspondence, drafting and recording minutes, entering and retrieving computer information, copying and filing documents and processing invoices purchase orders and expenses.
- Learns and applies emerging technologies and, as necessary, to perform duties in an efficient, organized, and timely manner.
- Assist the emergency operations team by supporting development and implementation of communications plans primarily utilizing social media.
- Participates in strategic planning for the City and assists in setting goals for the division to support the strategic plan; assists in the development of policies, procedures, and protocols to implement City goals and objectives.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Basic principles, techniques, and methods of public information, outreach, and community relations.
- Basic methods and techniques of graphic design and production.
- Standard and accepted methods and practices related to the preparation, publication, and distribution of press releases, media, and marketing materials.
- Standard and accepted principles and practices of journalism and effective media relations.
- Standard and accepted customer relations, communications, service, and information presentation methods, and procedures.
- Research, analysis, implementation, and evaluation of programs, projects, and materials.
- Standard and accepted principles, techniques, and methods of preparing and disseminating public information and relations materials via the social technology universe including Facebook, Twitter, Periscope, YouTube, Google+, blogs, wikis, discussion forums, and mobile web.
- Standards and practices of social media outlets, platforms, tools, capabilities, and search engine optimization.
- Monitoring and measurement platforms including Facebook Insights, Twitter Analytics, YouTube Insights, and Google Analytics.
- Applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
- Standard and accepted English composition, spelling, grammar, vocabulary, and punctuation for both written and oral communication.
- Modern office practices, methods, and computer equipment.
- Record keeping principles and procedures.
- Computer applications related to the work.

- Principles and techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and City staff.

Ability to:

- Perform a variety of public outreach and community relations activities for the City.
- Learn current issues and projects impacting City operations.
- Learn applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
- Learn to apply special graphic production techniques in the distribution of informational materials.
- Learn to monitor and make recommendations for modifications to existing communication procedures.
- Learn to interpret, apply, and explain City policies, operations, and procedures.
- Respond to requests and inquiries from the general public.
- Develop and maintain contacts with the news media, various community groups, schools, businesses and government agencies.
- Coordinate campaigns across multiple social platforms.
- Provide insight to influence content management and integration.
- Prepare clear and effective narrative, informational, and educational reports, correspondence, and other written material independently or from brief instructions.
- Effectively explain policies and objectives to technical and non-technical audiences, including but not exclusive of the process for making and influencing action.
- Develop effective customer outreach strategies and campaigns; work effectively with diverse groups of different ages and various socio-economic backgrounds.
- Analyze situations and identify pertinent problems/issues; research and collect relevant information; evaluate realistic options; and recommend/implement appropriate course of action.
- Communicate clearly and concisely, both orally and in writing.
- Organize own work, set priorities, and meet critical time deadlines.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to a Bachelor's degree from an accredited college or university with major course work in communications, journalism, public relations, education, or a related field and one (1) year of experience in public relations outreach activities.

Licenses and Certifications:

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various City and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, and over the telephone. This is primarily a sedentary office classification although standing and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard, typewriter keyboard, or calculator and to operate standard office equipment.

Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances.



JUNE 2016
FLSA: EXEMPT

DEPUTY CITY MANAGER

DEFINITION

Under general direction, plans, organizes, and implements public information, environmental sustainability, and economic development programs for the City; ensures that assigned programs meet all applicable laws, regulations, and City policies; provides professional assistance to the City Manager, City Council, and other management and City staff in areas of expertise; fosters cooperative working relationships with City departments, public, private, intergovernmental, and regulatory agencies, and the public; and performs other duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the City Manager. Exercises direct and general supervision over professional, technical and administrative support staff and contractors.

CLASS CHARACTERISTICS

This is a single-position management classification responsible for planning, organizing, reviewing, and evaluating the assigned programs. Responsibilities include developing and implementing policies and procedures for assigned programs, including budget administration and reporting, contract administration, and program evaluation. Incumbents provide a professional-level resource for organizational, managerial, and operational analyses and studies. Performance of the work requires the use of considerable independence, initiative, and discretion within established policies.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations where appropriate so that qualified employees can perform the essential functions of the job.

- Participates in the development and implementation of goals, objectives, policies, and priorities for assigned programs; recommends and administers policies and procedures.
- Participates in the development and administration of the assigned program budget; forecasts additional funds needed; directs the monitoring of and approves expenditures; recommends adjustments as necessary.
- Selects, trains, motivates, and evaluates assigned staff; provides or coordinates staff training; works with employees on performance issues; implements discipline and termination procedures; directs and coordinates the work plan for assigned staff; assigns work activities, projects, and programs; monitors work flow; reviews and evaluates work products, methods, and procedures.
- Continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors the distribution of work, support systems, and internal reporting relationships; identifies opportunities for improvement; directs the implementation of change.
- Participates in the formulation, strategic development, implementation, and evaluation of the City's communications, marketing, and community relations programs, projects, and activities by selecting, preparing, responding, and distributing publicity releases through all available media; arranges information news releases; performs other related duties in the distribution of information.
- Plans and oversees development of marketing materials, publications, and other outreach materials, including newsletters, general interest materials, banners, website content, and brochures.

- Participates in the development and management of the City's image, including review of materials developed by other departments for public distribution and marketing programs, projects, and issues of importance to the City.
- Manages environmental programs and projects in support of City environmental initiatives.
- Identifies and obtains project financing for energy improvements and sustainability objectives; manages related grants and revenue contracts.
- Coordinates community and special events and workshops, including developing presentations and handouts and coordinating work with other agencies on joint projects.
- Confers with and informs members of the business community (i.e., developers, nonprofits, outside agency officials, and local housing advocates) and the general public regarding City economic development projects, programs, policies, procedures, and standards, including establishing and maintaining effective working relationships.
- Provides staff support to the City Council as needed; prepares correspondence, speeches, proclamations, resolutions, ordinances, and special presentations.
- Reviews and provides guidance on the look and content of the City's website.
- Receives inquiries and provides information to the public regarding a wide variety of topics and successfully communicates with the public, other agencies, and a variety of news media.
- Coordinates and integrates program services and activities with other agencies and City departments.
- Prepares and oversees the development of consultant requests for proposals for professional services and the advertising and bid processes; evaluates proposals and recommends project award; coordinates with legal counsel to determine City needs and requirements for contractual services; negotiates contracts and agreements and administers same after award.
- Represents the division to other City departments, elected officials, and outside agencies; explains and interprets departmental programs, policies, and activities; negotiates and resolves significant and controversial issues.
- Monitors changes in laws, regulations, and technology that may affect City or departmental operations; implements policy and procedural changes as required.
- Researches, compiles, and analyzes information; prepares specialized reports and correspondence related to projects and programs, including monthly reports, staff reports, financial spreadsheets, legal notices, oral presentations, annual reports, implementation plans, news releases, and other correspondence; makes recommendations on related issues.
- Participates in and makes presentations at City Council meetings and to a variety of boards and commissions.
- Attends and participates in professional group meetings and committees; stays abreast of new trends and innovations in the field of public relations programs; researches emerging products and enhancements and their applicability to City needs.
- Serves as public information officer during Emergency Operations Center activations; works with City's emergency response manager on community relations efforts, including ensuring availability of public information materials, conducting workshops, meeting with other agencies, and planning public communication strategies during response efforts; maintains and updates the City's Crisis Communication Plan.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Administrative principles and practices, including goal setting, program development, implementation, and evaluation, and supervision of staff.
- Principles and practices of budget development, administration, and accountability.
- Principles and practices of employee supervision, including work planning, assignment, review and evaluation, and the training of staff in work procedures.

- Organizational and management practices as applied to the analysis and evaluation of projects, programs, policies, procedures, and operational needs; principles and practices of municipal government administration.
- Practices of researching program issues, evaluating alternatives, making sound recommendations, and preparing and presenting effective staff reports.
- Principles, practices, and techniques used in the conduct of an effective public affairs program, including public relations, marketing and advertising, strategic communications, and community relations.
- Principles, practices, and procedures related to media relations, reporting, and news writing.
- Recent and on-going developments, current literature, and sources of information related to public relations.
- Applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
- Principles, practices, and techniques of economic development in a public agency setting.
- Applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility, including California Redevelopment law.
- Technical, legal, financial, and public relations problems associated with the management of economic development, environmental sustainability, and public information programs.
- Methods and techniques for the development of presentations, contract negotiations, business correspondence, and information distribution; research and reporting methods, techniques, and procedures.
- Principles and practices of contract administration and evaluation.
- Research and reporting methods, techniques, and procedures.
- Principles and procedures of record keeping, technical report writing, and preparation of correspondence and presentations.
- Modern office practices, methods, computer equipment, and computer applications.
- English usage, spelling, vocabulary, grammar, and punctuation.
- Techniques for effectively representing the City in contacts with governmental agencies, community groups, various business, professional, educational, and regulatory organizations, and with news media, and the public.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and City staff.

Ability to:

- Develop and implement goals, objectives, policies, procedures, work standards, and internal controls for the department and assigned program areas.
- Plan, organize, schedule, assign, review, and evaluate the work of staff and contractors.
- Provide administrative and professional leadership and direction for the department and the City.
- Prepare and administer large and complex budgets; allocate limited resources in a cost effective manner.
- Develop, plan, coordinate, and implement a variety of public information, economic development, and environmental sustainability programs and activities suited to the needs of the community and City.
- Conduct effective negotiations and effectively represent the City and the department in meetings with governmental agencies, contractors, vendors, and various businesses, professional, regulatory, and legislative organizations.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.

- Interpret, apply, explain, and ensure compliance with Federal, State, and local policies, procedures, laws, and regulations.
- Respond to inquiries, complaints, and requests for information in a fair, tactful, and timely manner.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to graduation from an accredited four-year college or university with major coursework in communications, marketing, business or public administration, or a related field and five (5) years of responsible experience in municipal program administration, communications, public relations, marketing, economic development or a related field.

Licenses and Certifications:

- Possession of, or ability to obtain, a valid California Driver's License by time of appointment.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various City and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard, typewriter keyboard, or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing policies and procedures.



DECEMBER 2015
FLSA: EXEMPT

ENVIRONMENTAL COMPLIANCE TECHNICIAN

DEFINITION.

Under general supervision, this position is responsible for administering and managing the City's stormwater Industrial/Commercial Discharger (IND) and Illicit Discharge Detection and Elimination (IDDE) inspection/enforcement programs including solid waste and recycling program compliance; performs inspection, enforcement, and educational functions pertaining to compliance with the California State Municipal Regional Permit (MRP), Cupertino Municipal Code, ordinances, and city policies in areas of stormwater, integrated solid waste, household hazardous waste and related environmental projects as assigned. Provides responsible, specialized and complex professional staff assistance to the Environmental Programs Specialist.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Environmental Programs Specialist or management personnel. Exercises no direct supervision of staff.

CLASS CHARACTERISTICS

This position is responsible for planning, organizing and implementing assigned City environmental programs and projects through the facilitation of various activities with other departments, divisions, outside agencies, private business and property owners and the general public. This class works with a high degree of customer service and solution orientation and performs field inspections and enforcement in the commercial and residential communities for stormwater and integrated solid waste related programs.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Work closely with homeowners, property owners, tenants, businesses, and community groups to enhance and preserve environmental quality and standards through public relations, community building, education, and enforcement activities.
- Receive and document complaints regarding potential violations, conduct field surveys, document inspections, actions, and administrative remedies.
- Investigate complaints and prepare notices, letters, and administrative citations to property owners and occupants in both commercial and residential settings to gain compliance with codes and miscellaneous requirements.
- Effectively interpret ordinances, policies and procedures, and enforcement concepts.
- Prepare complex written reports and operate and maintain a software database for case management and statistical reporting.
- Coordinate and manage enforcement actions with other departments and jurisdictions.
- Prepare case information and present evidence at appeal hearings and other legal proceedings.

- Conduct scheduled annual inspections at businesses in accordance with provisions of the MRP.
- Respond to and implement complete mitigation of spill and/or illicit discharge incidents creating potential or actual stormwater system discharges.
- Conduct outreach and enforcement of water conservation laws and policies.
- Conduct outreach, education, and clean-up events in support of division goals and objectives.

QUALIFICATIONS

Knowledge of:

- City environmental programs related to stormwater pollution prevention, solid waste and recycling.
- Federal, state and local laws pertaining to assigned programs.
- Administrative analysis, statistical and research methods.
- Principles and practices of business and public management.
- The organization and function of municipal government.
- Current trends and developments in stormwater and integrated solid waste management programs.
- Effective public and community relations techniques.
- Office methods, procedures, software, and equipment.
- Database and records management practices and procedures.
- English grammar, spelling, and punctuation.

Ability to:

- Plan, organize and implement program activities.
- Interpret and apply existing federal, state and local laws and regulations.
- Work effectively with the public, contractors and other agency staff.
- Review and interpret development plans.
- Speak and write clearly and concisely.
- Prepare reports and budgets.
- Gather and analyze data for the purpose of preparing accurate and concise written and statistical reports;
- Maintain computerized and manual data systems.
- Make effective public presentations.
- Process information and data in a relevant manner to reach reasonable conclusions and make practical decisions.
- Apply analytical skills and understand impact and consequences of decisions and actions;
- Operate a computer and/or mobile device and utilize word processing, business software, and mapping applications.
- Communicate effectively both verbally and in writing.
- Work independently and as a team member.
- Follow written and verbal instructions.
- Set priorities and meet deadlines by effectively handling multiple priorities and organizing workload under deadline pressure.
- Observe safety principles and operate a vehicle and equipment in a safe manner.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be

Equivalent to completion of two (2) years of college or possession of an Associate's degree with major coursework in environmental studies, public administration, business administration, or a related field and three (3) years of increasingly responsible office and/or field experience that involves extensive public contact or experience in integrated waste and recycling programs or other environmental compliance programs. Experience as a stormwater pollution prevention inspector in the San Francisco Bay region working under the requirements of the California Regional Water Quality Control Board's San Francisco Bay Municipal Regional Stormwater NPDES Permit is highly desirable.

Licenses and Certifications:

- Possession of an appropriate, valid California driver's license.
- Advanced certification from the California Association of Code Enforcement Officers (CACEO) and/or PC 832 certification is highly desirable.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various City and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily an outdoor field inspector classification although finger dexterity is needed to access, enter, and retrieve data using a computer keyboard, typewriter keyboard, or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, bend and pull materials and objects up to 50 pounds.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise level, and controlled temperature conditions. Field work may include inspecting creeks and other natural environments that may or may not have water flow, carry trash; conducting waste characterizations of collected trash and recyclables, inspection of waste bins and trash enclosures, operating hand trash collection devices, conducting spill clean-ups, and limited direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

WORKING CONDITIONS

May be required to be on-call and to work various shifts on emergencies on evenings, weekends, and holidays.

May perform duties for periods longer than the designated work shift including evenings, nights and weekends as needed for field incidents and special events. May be required to attend meetings or trainings outside the city limits.



**DECEMBER 2015
FLSA: NON-EXEMPT**

ENVIRONMENTAL PROGRAMS SPECIALIST

DEFINITION

Under general direction, performs specialized professional and technical support related to all programs and activities of the Environmental Programs Division including stormwater pollution prevention, solid waste and recycling programs, household hazardous waste and related activities; conducts field investigations and audits of residential and commercial facilities to determine compliance with applicable Federal and State laws, codes, ordinances, specifications, and departmental regulations; fosters cooperative working relationships with various public and private agencies, organizations, and groups; conducts public outreach events and activities; provides specialized and professional assistance to the Environmental Programs Manager. Acts for the Environmental Programs Manager in the manager's absence.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Environmental Programs Manager. Exercises general supervision over the Environmental Program Compliance Technician. May exercise technical and functional direction over volunteers or short assignments of other staff.

CLASS CHARACTERISTICS

This is a single-position classification that performs specialized professional and technical support to all programs and activities of the Environmental Programs Division. This position is responsible for planning, organizing and implementing assigned City environmental programs and projects through collaboration with other departments, divisions, outside agencies, private business and property owners and the general public. This class is distinguished from the Environmental Programs Manager in that the latter has overall management responsibility for environmental programs, functions, and activities and for developing, implementing, and interpreting public policy.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Develops and coordinates environmental program activities related to stormwater pollution prevention, solid waste and recycling programs including a proactive field inspection program and a city-wide household hazardous waste program to ensure compliance with Federal, State, and local laws, codes, and regulations.
- Reviews application plans and specifications for a variety of development construction projects; performs walk-through with applicants; recommends design change options to ensure compliance with environmental regulations.
- Participates on and makes presentations to a variety of committees; attends and participates in professional group meetings.

- Develops and writes Federal, State, and local mandatory environmental reports including the Industrial/Commercial Discharger (IND) Inspection and Illicit Discharge Detection and Elimination (IDDE) sections of the annual report for submittal to the San Francisco Bay Regional Water Quality Control Board; analyzes and ensures accuracy of data.
- Coordinates assigned recycling and solid waste programs for the City; collects data on the needs of the City and develops plans of action; educates and works with City departments to improve compliance with the municipal regional stormwater permit (MRP), franchise solid waste agreement; and related municipal codes.
- Represents the City in meetings with representatives of government agencies, professional, business, community organizations, and the public.
- May serve as technical resource for the County's Household Hazardous Waste Committee.
- Investigates and responds to problems and complaints in a professional manner; identifies and reports findings and takes necessary corrective action.
- Prepares public information materials such as notices, brochures, flyers, newsletters, and other materials; provides educational trainings to City staff, property and business owners, tenants and the general public.
- Participates in the selection of, trains, motivates, and evaluates assigned personnel; works with employees to correct deficiencies; recommends discipline to management.
- Maintains accurate databases, records, and files related to programs within the Environmental Programs Division and compliance actions which may include warnings, notices of violation, and citations.
- Administers assigned contracts with private vendors to provide City services.
- Conducts special research assignments, analyzing data, and preparing conclusions and recommendations for consideration by management or special committees.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles, practices, terminology, and methods of environmental compliance programs, including stormwater and surface water quality, water quality, water conservation, solid waste including recycling and household hazardous waste.
- Program development, management, and evaluation techniques.
- Basic engineering methods, technology and terminology.
- Designs, plans, and specifications used in public works and building.
- Applicable Federal, State, and local laws, codes, and regulations related to environmental compliance.
- Principles and practices of employee supervision, including work planning, assignment, review and evaluation, and the training of staff in work procedures.
- Basic budgetary and contract administration policies and procedures.
- Principles and practices of safety management and application.
- Technical report writing practices and procedures.
- Record keeping principles and procedures.
- Modern office practices, methods, and computer equipment.
- Computer software related to work.
- English usage, spelling, vocabulary, grammar, and punctuation.
- Techniques for dealing effectively with the public, vendors, contractors, and City staff, in person and over the telephone.
- Techniques for providing a high level of customer service to public and City staff, in person and over the telephone.

Ability to:

- Develop, organize, supervise, coordinate, review, evaluate, and personally participate in programs and projects related to environmental compliance programs.
- Analyze, interpret, apply, and ensure compliance with Federal, State and local policies, procedures, laws, and regulations.
- Prepare and administer the assigned program's budget and contracts, including the requisition and/or purchase of materials, supplies, equipment, and services.
- Monitor legislative and technological changes and recommend operational changes as appropriate.
- Prepare clear and concise reports, correspondence, policies, procedures, informational materials, ordinances, and other written materials.
- Utilize computer and related word processing, database, and spreadsheet software and applications.
- Make sound, independent decisions within established policy and procedural guidelines.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Comprehend and use English effectively including producing all forms of communication in a clear, concise, and understandable manner to intended audiences.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to graduation from an accredited four-year college or university with major coursework in environmental studies, public administration, engineering, planning or a related field, and three (3) years of increasingly responsible experience in environmental program development, coordination, and/or implementation.

Licenses and Certifications:

- Possession of an appropriate, valid California driver's license is required.
- Advanced certification from the California Association of Code Enforcement Officers (CACEO) and/or PC 832 certification is highly desirable.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various City and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily an outdoor field inspector classification although finger dexterity is needed to access, enter, and retrieve data using a computer keyboard, typewriter keyboard, or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, bend and pull materials and objects up to 50 pounds.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels and controlled temperature conditions. Field work may include inspecting creeks and other natural environments that may or may not have water flow, carry trash; conducting waste characterizations of collected trash and recyclables, inspection of waste bins and trash enclosures, operating hand trash collection devices, conducting spill clean-ups, and limited direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

WORKING CONDITIONS

May be required to be on-call and to work various shifts on emergencies on evenings, weekends, and holidays.



DECEMBER 2015
FLSA: EXEMPT

GEOGRAPHIC INFORMATION SYSTEM PROGRAM MANAGER

DEFINITION

Under general direction, plans, analyzes, coordinates, and administers the City-wide Geographic Information Systems (GIS) program; evaluates and personally participates in the functions necessary to implement and sustain the creation, maintenance, and use of GIS databases and applications; meets with City personnel to discuss GIS product requests, such as maps and reports, analysis requests, and develops methods to generate requested products; maintains hardware, software licenses, and supplies; performs complex GIS database and graphical user interface research, design, analysis, and programming; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Chief Technology Officer. Exercises general supervision over assigned staff.

CLASS CHARACTERISTICS

This is a single-position, professional classification responsible for overseeing and administering the City's Enterprise GIS and related equipment. Incumbents are expected to possess the ability to adapt specific program procedures and activities to meet the needs of the City, other agencies, and technological advances. Successful performance of the work requires skill in proactively evaluating program goals and objectives to define and integrate the requirements of various internal and external clients. The work requires the frequent use of tact and judgment, knowledge of City-wide operations, and the ability to conduct independent projects and programs. This class is distinguished from GIS Technician in that the GIS Manager has overall management responsibility for GIS projects and programs, functions, and activities.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Plans, manages, and oversees the daily functions, operations, and activities of the Geographic Information Systems Department in the Information Technology Division, including the design, administration, and maintenance of citywide GIS applications, database infrastructure, and web based and mobile applications; establishes support processes to ensure availability of application and database services.
- Develops and implementations goals, objectives, policies, and priorities for the assigned function; determines within departmental policy, appropriate service and staffing levels; recommends, administers, and documents policies and procedures.
- Develops and administers the GIS program budgets.
- Develops and standardizes procedures and methods to improve and continuously monitor the efficiency and effectiveness of assigned programs, service delivery methods, and procedures; assesses

and monitors workload, administrative and support systems, and internal reporting relationships; identifies opportunities for improvement and recommends to the IT Manager.

- Selects, trains, motivates, and evaluates assigned personnel; provides or coordinates staff training; works with employees on performance issues; implements discipline and termination procedures; leads and conducts internal affairs investigations.
- Consults with other City departments regarding GIS needs and requirements, including identifying, designing, and developing GIS applications, strategies, and procedures for integrating the GIS program with existing City databases.
- Serves as a technical resource to all City departments, including providing assistance and training in the proper use of GIS data and systems, and recommending, troubleshooting, and providing support for GIS software, databases, and other related applications.
- Designs GIS application processes and work flow strategies for the management, access, and retrieval of data, defines data rules and relationships, and develops methods for quality control of databases.
- Performs GIS applications research, development, conversion, installation, and maintenance projects, including conception and initiation, definition and planning, launch and execution, monitoring and controlling, and close-out; defines project requirements, methods, and end objectives in consultation with end users; estimates and tracks project budget; coordinates project activities with team members, other information technology services staff, user representatives, and outside vendors.
- Writes and maintains user and technical operating instructions and documentation; prepares training materials and conducts formal and informal training programs on the use and operation of the applications and advises on best practices.
- Stays abreast of new trends and innovations in technology related to GIS operations; researches, recommends, and evaluates vendor solutions and technologies; implements improvements; works with staff to maintain, revise, or improve operations and systems.
- Creates and maintains a variety of maps and tabular data from a variety of sources; explains technical information to non-technical system users, including assisting them in accessing and interpreting GIS information.
- Develops and implements quality assurance/quality control procedures including geospatial data management policies and guidelines, standards and metadata documentation.
- Directs City research activities to identify, acquire, and integrate data from other agencies and organizations into the City's data library; maintains and updates the City's information catalogue; creates and maintains government-compliant metadata; and develops procedures to share appropriate data.
- Represents the City in inter-agency coordination activities related to GIS.
- Attends meetings, conferences, workshops, and training sessions and reviews publications and audio-visual materials to become and remain current on principles, practices, and new developments pertinent to GIS and the City.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Administrative principles and practices, including goal setting, project management, and the development, analysis, and evaluation of programs, policies, and operational needs of the assigned functional area.
- Principles and practices of budget development and administration.
- Principles and practices of employee supervision including work planning, assignment, review and evaluation, and the training of staff in work procedures.

- Principles and practices for developing and coordinating a broad-based GIS program with applications for City departments, public agencies, private clients, and the general public.
- Principles and techniques of cartography and publication-quality map production using ArcGIS and other software.
- Database design and integration between Microsoft SQL and ArcGIS.
- Theories and techniques of GIS applications to cadastral mapping.
- Familiarity with natural resource management issues and the principles and practices of open space and/or park planning.
- Technology, hardware, software, and current applications related to GIS systems, including database management, mapping and report generation, and desktop publishing systems.
- Principles and practices of identifying technology needs and issues, researching and evaluating technology, applications and the most effective courses of action and implementing solutions.
- Applicable Federal, State, and local laws, codes and regulations.
- Modern office practices, methods, and computer equipment and applications related to the work.
- Record keeping principles and procedures.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and City staff.

Ability to:

- Recommend and implement goals, objectives, and practices for providing effective and efficient services.
- Plan, organize, assign, review, and evaluate the work of staff; train staff in work procedures.
- Evaluate and develop improvements in operations, procedures, policies, or methods.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Coordinate a broad-based GIS program that includes effective database development, management and accessibility.
- Assess user needs and recommend appropriate hardware, software, and systems to meet these needs.
- Perform complex modeling, mapping, database maintenance, and other GIS professional-level tasks.
- Develop documentation and informational materials and train users in GIS applications.
- Interpret, apply and explain technical materials to non-technical users.
- Interpret, apply and explain complex Federal, State, and local laws, codes, regulations, departmental policies and procedures.
- Understand the organization and operation of City departments and of outside agencies as necessary to assume assigned responsibilities.
- Prepare clear and effective reports, correspondence, policies, procedures, and other written material.
- Make accurate arithmetic, financial, and statistical computations.
- Establish and maintain a variety of filing, record-keeping, and tracking systems.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to graduation from an accredited four-year college or university with major coursework in cartography, geographic information science, geography, information systems, computer science, or related field and four (4) years of progressively responsible experience in GIS analysis, design, and development.

Licenses and Certifications:

➤ None.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer, to operate a motor vehicle, and to visit various City and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office and but occasionally standing in and walking between work areas and development sites is required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push and pull materials and objects weighing up to 25 pounds.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances.



DECEMBER 2015
FLSA:

GIS TECHNICIAN

DEFINITION

Under general supervision, performs technical work in support of the City's Geographic Information System (GIS) administration, including meeting with department personnel to discuss GIS product requests, such as maps and reports, analyzing requests, generating requested products, and maintaining data and GIS databases; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the GIS Program Manager. Exercises no direct supervision over staff.

CLASS CHARACTERISTICS

This is a single-position classification responsible for supporting the City's GIS function and related equipment. Incumbents are expected to possess the ability to perform the full range of technical duties related to GIS, in addition to performing a variety of record keeping, research, and technical support activities. The work requires the frequent use of tact and judgment, knowledge of City-wide operations, and the ability to conduct independent projects. This class is distinguished from GIS Program Manager in that the latter has overall management responsibility for all planning projects and programs, functions, and activities of the GIS program and for developing, implementing, and interpreting divisional goals for this function.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Provides GIS support for City departments and programs including the development of maps, charts, displays, presentations, graphics, brochures, and drawings.
- Develops and maintains a variety of maps from multiple sources; explains technical information to non-technical end users, including assisting them in accessing and interpreting GIS information; trains end users on the use and functionality of the GIS system.
- Compiles and enters data into GIS databases, including scanning, data conversion, and digitizing maps.
- Performs City research activities to identify, acquire, and integrate data from other agencies and organizations into the City's data library; maintains and updates the City's information catalogue.
- Develops documentation and quality control procedures, standards, and metadata; reviews new and existing data for accuracy, quality, and completeness.
- Acts as point of contact for the day-to-day operations of the GIS program; troubleshoots system problems; responds to and resolves inquiries and complaints and escalates problems or issues as needed.
- Exports data and maps to vendors and consultant as needed.

- Prepares a variety of written correspondence, reports, procedures, and other materials.
- Maintains accurate records and files related to the GIS function.
- Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of GIS administration.
- Performs related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Technology, hardware and software, and current applications related to GIS systems, including database management, mapping and report generation, and desktop publishing systems.
- Applicable Federal, State, and local laws, codes, and requirements and related reports.
- Researching and reporting methods, techniques, and procedures.
- Methods and techniques of effective technical report preparation and presentation.
- Record keeping principles and procedures.
- Modern office practices, methods, and computer equipment and applications related to the work, including the ArcGIS software.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and City staff.

Ability to:

- Develop and administer a broad-based GIS program that includes effective database development and management for a variety of City departments and public and private clients.
- Prepare a variety of plans, specifications, maps, graphic materials, and technical reports.
- Modify topographic maps, plans, and illustrative graphics using GIS software.
- Conduct routine research projects, evaluate alternatives, and make sound recommendations.
- Interpret, apply and explain technical materials to non-technical users.
- Establish and maintain a variety of filing, record keeping, and tracking systems.
- Make sound decisions within established policy and procedural guidelines.
- Organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be

Equivalent to an Associate's degree from an accredited college or university with major coursework in cartography, geographic information science, geography, information systems, computer science, or related field and two (2) years of experience creating maps and performing spatial analysis using GIS software and/or database management technical support.

Licenses and Certifications:

Possession of, or ability to obtain an appropriate, valid California driver license.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various City sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. Standing in and walking between work areas is frequently required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification frequently bend, stoop, kneel, and reach to perform assigned duties, as well as push and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds with the use of proper equipment.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate levels, controlled temperature conditions, and no direct exposure to hazardous physical substances.



DECEMBER 2015
FLSA: EXEMPT

MULTIMEDIA COMMUNICATION SPECIALIST

DEFINITION

Under general supervision, performs a variety of duties related to the development, preparation, and implementation of strategic internal and external communications, public information, and customer and community relations activities; performs technical and creative development work in the production of video, audio, media, and broadcast productions for instruction, communications, and public information; prepares informational materials for dissemination through a variety of communications media, public meetings, and events; works with neighborhood communities, businesses, and civic leaders to assure their understanding of City policies and operations; and performs other related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives direct supervision from the Chief Technology Officer. May provide technical and functional direction to staff.

CLASS CHARACTERISTICS

This is a specialized journey-level classification performing the full range of video, audio, media, and broadcast production specialist assignments. Incumbents at this level are capable of performing technical production support duties, including video, audio, media, and broadcast productions, developing and recording scripts, shooting videos, and editing productions and are required to be fully trained in all procedures related to the assigned area(s) of responsibility, working with a high degree of independent judgment, tact, and initiative.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Performs a variety of public outreach and community relations activities, events, and public awareness programs for the dissemination of information regarding City operations, policies, and procedures.
- Provides technical support for city meetings, special projects, staff presentations, and other production-related events.
- Researches, advises and purchases production equipment, office supplies, remote unit equipment, computer hardware and software.
- Coordinates administrative operations which includes: placing orders for equipment, services and supplies; issuing payments for goods and services; scheduling appointments; coordinating the department schedule; monitoring and updating divisional budget; preparing reports, forms, evaluations and requests; maintaining related files and records; and providing information of government access operations to other agencies.
- Assists in the design, installation, maintenance, and repair of audio, video, presentation, and broadcasting equipment and systems, including troubleshooting electronic systems, fabrication, construction, and soldering.

- Creates and maintains layouts and custom scripting for various applications including the department's tape library, equipment, and administrative databases.
- Maintains a working inventory of equipment, components, and parts; updates and maintains databases, logs, and records of equipment circulation, statistics, and requests; provides for and maintains measures to ensure equipment security.
- Assists the emergency operations team by supporting development and implementation of communications plans.
- Monitors and oversees the work of part-time employees, contractors, interns, and volunteers.
- Stays abreast of new trends and innovations in the production operations and services; researches emerging products and enhancements and their applicability to the City's needs; makes recommendations considering budget, installation, training, and operational perspectives; learns and applies emerging technologies.
- Maintains the city's communications library, including recordings of all public meetings and other productions.
- Perform related duties as required.

When performing production activities:

- Produces and directs programming for the government access channel including: city meeting broadcasts, special events, informational videos, documentaries, public service announcements, and other projects.
- Oversees and performs video production for the city including telecast of city council and commission meetings and other city meetings and events.
- Produces, creates and provides production related phases related to special projects including preproduction such as evaluating the type and placement of cameras, audio, and lighting units.
- Plans and performs video, audio, media, and broadcast post-production tasks, including reviewing recordings, making editorial decisions, creating graphics and closed captioning for video and television productions, making audio adjustments such as adding music and sound effects, and final editing; utilizes computer graphics and special and audio effects for post-production in accordance with the overall production concepts; compresses video projects for output; mixes audio products into files; makes productions available in a variety of formats; coordinates internal and external duplication services as required.
- Coordinates and maintains the broadcast schedule of programming for the government access channel including: acquiring programming from outside agencies, maintaining broadcast licensing agreements, and promoting the channel's schedule to the public.
- Maintains the city's webcasting service which includes developing content for online streaming video and the technical maintenance/configuration of the webcasting servers and related components.
- Ensures compliance with applicable FCC standards and guidelines.
- Works with the cable company to ensure proper maintenance of the government access channel and its subsystems throughout the Cupertino cable network.
- Works in collaboration with staff to produce a variety of informational and instructional video, audio, media, and broadcast products, including gathering data and conducting interviews, developing ideas, creating content, and scripts, determining shoot locations and production schedule, shooting videos, recording voice over, and editing.
- Conducts field-based video production and operates video and audio equipment; transports and sets up lighting and audio equipment as required; provides troubleshooting and maintenance of field production equipment.
- Oversee and participate in taking photographs, slides, and films for news media or City use; coordinate the production of various publications, slide shows, films, exhibits, and similar materials.
- Responds to requests from the public for event coverage, programs for air, and production services.

When performing audio/visual support:

- Schedules and administers audio/visual services such as equipment reservation, delivery and pick-up, and technical support.
- Provides technical support in the proper use of video and audio equipment and systems.
- Designs and engineers the installation of audio/visual and computer equipment along with their integrated systems including: performing hardware, peripheral and software configurations for audio/visual devices, servers and workstations.
- Operates, maintains, tests, troubleshoots and repairs audiovisual equipment; periodically inspects, cleans and tests audiovisual equipment and performs routine preventative maintenance and minor mechanical repairs to equipment; refers issues and arranges for equipment repairs with service technicians, vendors, or the Information Technology Department.

QUALIFICATIONS

Knowledge of:

- Principles, techniques, and methods of public information, outreach, and community relations.
- Production techniques and procedures for video, audio, media, and broadcast production and post-production, including editing, copywriting, development of production schedules, voice acting, master control operation, audio/video processing, and the use of open and closed captioning information in compliance with Federal ADA standards and City policy.
- Principles and techniques of television and video production, engineering, equipment and digital video and audio systems and their various formats.
- Software applications such as computer animation/DVE production software, non-linear editing systems, digital imaging and multimedia software, computer assisted drawing (CAD) applications and database software.
- Computer programming languages as used in conjunction with Web-based, applications (e.g. HTML and PHP), databases, and video systems. Audio/visual and computer equipment and specialized computer workstations.
- General video engineering principles as they relate to system design and maintenance, signal flow, the interoperability of audio and video components, and computer hardware and software systems.
- Lighting design principles, optical and acoustical fundamentals, and other aesthetic elements as they relate to television broadcasting and production.
- Copyright laws, rules, and regulations.
- Principles and practices of data collection and script and creative content development, editing, and recording.
- Applicable Federal, State, and local laws, regulations, codes, and guidelines related to the program area to which assigned, including copyright laws and Federal Communications Commission rules and regulations.
- Principles and procedures of record keeping and report preparation.
- Proper storage and care of equipment and tools.
- Standard office practices and procedures, including the use of standard office equipment and computer applications related to the work.
- English usage, spelling, vocabulary, grammar, and punctuation.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, students, and faculty and other staff, including individuals of various ages, various socio-economic and ethnic groups.

Ability to:

- Perform a variety of public outreach and community relations activities for the City.
- Operate and maintain audio and video production equipment and computer programs, including editing and duplicating systems, cameras, production lighting, closed captioning, and recording systems.
- Review situations accurately and determine appropriate course of action using judgment according to established policies and procedures.
- Learn current issues and projects impacting City operations.
- Learn applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
- Learn to interpret, apply, and explain City and departmental policies, operations, and procedures.
- Respond to requests and inquiries from the general public.
- Develop and maintain contacts with the news media, various community groups, schools, and government Specialists.
- Organize own work, set priorities, and meet critical time deadlines.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be

Equivalent to a Bachelor's degree from an accredited college or university with major course work in communications, videography, television production, or a related field and two (2) years of experience in media production work.

Licenses and Certifications:

- May require a valid California class C driver's license and a satisfactory driving record.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various City and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, and over the telephone. This work has aspects of a sedentary office classification and will frequently sit at video and editing computer stations for long periods of time. Standing and walking between work areas is also required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard and to operate standard office equipment. Positions in this classification frequently bend, squat, climb, kneel, and twist while performing technical set-up and installation work; perform simple and power grasping, pushing, pulling, and fine manipulation. Employees must possess the ability to lift, carry, push, and pull materials and objects, typically weighing up to 50 pounds, and occasionally heavier weights with the use of proper equipment.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employee frequently work at indoor and outdoor events throughout the City.