



THE METROPOLITAN WATER DISTRICT
OF SOUTHERN CALIFORNIA

WEB PROGRAM MANAGER

Group-Section: External Affairs Group - Media and Communications Section	FLSA Status: Exempt Bargaining Unit: MAPA	Salary Grade: 063 Job #: PM019
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JOB SUMMARY

Responsible for the production of Metropolitan's web sites for the public, employees, Board of Directors, member agencies, and other special interest groups. Areas of responsibility include establishing and communicating web standards and requirements; and managing web content, design, and programming.

A program may be an ongoing endeavor, strategic actions of limited duration within an ongoing program, or may comprise multiple large projects which constitute or support a major goal or operation of Metropolitan. A program typically involves external agencies and matrix management of multiple staff. Programs may also involve a single major effort of a comprehensive nature.

OVERSIGHT

Supervision Received: Receives general direction from the Media Services Section Manager.

Supervision Given: May exercise technical and functional supervision over assigned staff.

JOB DUTIES

1. Manages work associated with design, programming, and publishing web sites; ensures that web design and content conforms to executive management and Board directives; participates on committees relevant to web activities; chairs web steering committee; coordinates business units (Information Technology, Graphics, External Affairs, and content suppliers) to ensure launch of new web sites; demonstrates new site designs to executive management; and conducts training sessions.
2. Coordinates with content owners to receive and assure quality of content; identifies content needs; solicits content from business units; requests the creation of original content and assigns tasks; and determines placement of content.
3. Manages the establishment of web requirements; facilitates meetings with content owners and staff members to establish design and programming requirements including database creation; and participates in evaluating web-related software and establishing web infrastructure requirements.
4. Oversees the work of the designers, programmers, graphic designers, and other staff assigned to projects; assigns works, manages daily activities, and reviews the submissions of work; and manages consultant's assignments.

5. Coordinates efforts of Information Technology staff to create and adopt appropriate web standards; manages the creation of original site designs and establishes requirement of each site; and reviews changing requirements as web sites increase in size.
6. Responds to web questions from the public or directs inquiries to appropriate staff; and analyzes and reports site traffic statistics to executive management.
7. Performs other related duties as required.

EMPLOYMENT STANDARDS

MINIMUM QUALIFICATIONS

Education and Experience: Bachelor's degree from an accredited college or university and twelve years of increasingly responsible relevant experience, of which four years must have been in a supervisory, project management, or lead position; or an advanced degree (i.e., master's or doctorate) from an accredited college or university and eight years of increasingly responsible relevant experience, of which four years must have been in a supervisory, project management, or lead position.

Required Knowledge of: Web design principles; web programming techniques and programming requirements; project management; budgeting practices and procedures; management and supervisory concepts and techniques; team building; writing techniques; and trends and emerging technologies in web design and internet and intranet use.

Required Skills and Abilities to: Organize and review the work of project staff; review work products for detail and adherence to guidelines; encourage and facilitate cooperation; exercise judgment and discretion; identify appropriate content requirements and customer needs; communicate orally and in writing on administrative and technical topics; represent Metropolitan to the public; incorporate Metropolitan goals into web sites; establish and maintain collaborative working relationships with all levels within the organization, member agencies, special interest groups, and the public; use business applications such as word processing and spreadsheets; and prepare and deliver presentations for varied audiences.

CERTIFICATES, LICENSES and REGISTRATIONS REQUIREMENTS

Certificates

- None

Licenses

- Valid California Class C Driver License

Registrations

- None

DESIRABLE QUALIFICATIONS

Knowledge of Metropolitan's mission, structure, operations, and procedures; and knowledge of southern California water agencies, including Metropolitan's member agencies.

Job Title: Web Program Manager

Job Code: PM019

Adopted: 03/22/05

Revised: 02/14/17

Supersedes: 11/03/15

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PHYSICAL DEMANDS, WORK ENVIRONMENT, AND VISION REQUIREMENTS

The physical demands and work environment characteristics described here are representative of those that must be met or may be encountered by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands: The work is sedentary. Typically, the employee may sit comfortably to do the work. However, there may be some walking; standing; bending; carrying of light items such as paper, books, or small parts; driving an automobile, etc. No special physical demands are required to perform the work.

Work Environment: The work environment involves everyday risks or discomforts that require normal safety precautions typical of such places as offices, meeting and training rooms, libraries, and residences or commercial vehicles, e.g., use of safe work practices with office equipment, avoidance of trips and falls, observance of fire regulations and traffic signals, etc. The work area is adequately lighted, heated, and ventilated.

Vision Requirements: No special vision requirements