

City of San Rafael  
Job Class Specification

## Job Title: Director of Digital Service and Open Government

### SUMMARY:

The Director of Digital Service and Open Government is responsible for improving both the customer and employee experience of government through digital modernization and community engagement; operationalizing the user experience by orienting and coaching departments; and providing tools and approaches to improve service delivery and the experience of government. This position oversees technology operations and infrastructure, data and information, service design, and community engagement.

The position will team effectively with other City staff and community partners. This is a single position classification at the senior management level.

### SUPERVISION RECEIVED AND EXERCISED

This position reports to the Assistant City Manager and supervises the Department's assigned staff. As a member of the City's Executive Management Team, the Director participates in organizational and operational planning on a City-wide basis.

### ESSENTIAL DUTIES AND RESPONSIBILITIES:

This list is meant to be representative, not exhaustive. Some incumbents may not perform all the duties listed while in other cases related duties may also be assigned.

- Provides leadership to the City Council, City Manager and Directors on alignment of technology with City initiatives, policy, and strategic objectives.
- Prepares and assists with the development of strategic plans related to the City's information services function and addresses City-wide policy and management issues.
- Serve as communications advisor to the City's leadership team.
- Directs, develops, and implements interdepartmental technology governance, planning, and coordination activities to accomplish specific City-wide objectives.
- Develop digital strategy and oversee digital initiatives, which use technology to create accessible, transparent, and effective interaction between government and stakeholders.
- Mentors leadership staff to cultivate and enhance meaningful relationships with residents, businesses, the media and key influencers within the community.
- Develops and implements organizational policies and procedures regarding appropriate usage of technology and communications within the organization.
- Oversees a decentralized communications team to support the development and execution of a citywide communications strategy.

- Directs the priorities, work program, people and resource allocation within the department including hiring, staff development, training, terminations, and performance appraisals.
- Initiates and develops internal and external partnerships to leverage City technology investments.
- Develops and presents funding strategies to support technology investments.
- Provides direct oversight and direction on mission critical City-wide technology initiatives.
- Plans, organizes, directs and evaluates the department and its operations to ensure effective support for organizational objectives and efficient and effective implementation of initiatives.
- Formulates, recommends, and administers policies and procedures governing the operation of the department.
- Establishes long-range goals and implementation plans for services provided by the department.
- Plans, prepares, and administers the department budget.
- Responsible for the future direction of the department, ensuring the coordination of the department's effort with the needs of the organization.

#### **KNOWLEDGE OF:**

- Strategic planning, systems, and project management
- Information technology service delivery procurement and emerging trends
- Principles and practices of user-centered design
- Communications, marketing, social media messaging and strategy
- Principles and practices of community engagement
- Principles and practices of change management
- Methods for monitoring, analyzing, and evaluating programs
- Business process improvements
- Principles of performance measurement
- Principles and practices of effective supervision

#### **ABILITY TO:**

- Establish and maintain a working environment conducive to positive morale, individual style, quality, creativity, and teamwork.
- Identify challenges and emerging issues faced by the organization.

- Work with leadership team and staff to recognize internal and external communications opportunities and solutions and define and execute appropriate strategies to support them.
- Position the City to effectively respond to the rapidly changing technological environment.
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.
- Facilitate teams and lead decision-making processes in a collaborative environment.
- Gain cooperation through discussion and persuasion.
- Prepare and administer complex budgets.
- Lead interdepartmental committees and work programs.
- Negotiate and assess complex proposals and contracts.
- Mentor and develop staff using a supportive and collaborative approach on a consistent basis.
- Communicate clearly and concisely and make effective public presentations.
- Explain technical concepts and processes in an understandable manner to end users.
- Understand the City's political environment and sensitivities, and function effectively within that environment.
- Establish and monitor staff performance and development goals, assign accountabilities, set objectives, establish priorities, and conduct annual performance appraisals.

#### **EDUCATION and/or EXPERIENCE:**

Equivalent to graduation from an accredited college or university with a degree in public policy, public administration, computer science, information technology, communications or closely related field and five years of progressively responsible professional experience in the information technology industry, including two years in a management capacity. A Master's Degree is preferred.

#### **PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met 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.

While performing the duties of this job, the employee is regularly required to stand, walk, sit, and talk or hear. The employee frequently is required to use hands to finger, handle, or feel and reach with hands and arms. The employee must regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, and ability to adjust focus.

#### **WORK ENVIRONMENT:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly exposed to video display and regularly works in inside environmental conditions. The employee is occasionally exposed to outdoor weather conditions and occasionally works in evenings or weekends and occasionally may travel. The noise level in the work environment is usually low to moderate.