

City of San Rafael  
Job Class Specification

## Job Title: Civic Design Manager

### **SUMMARY:**

The Civic Design Manager is responsible for assisting City departments in designing government services that are simple, effective, and easy to use and coordinating effective, transparent citywide communications that encourage civic engagement; managing service design and community engagement teams; developing and coordinating citywide communication strategies and resources; and assisting in project management in coordination with cross-departmental and departmental teams.

This is an exempt, mid-management level position in the Department of Department of Digital Service and Open Government. The incumbent exercises independent judgment in the planning, overseeing, and reviewing the functional areas of service design, business process design, and community engagement.

### **SUPERVISION RECEIVED AND EXERCISED**

This position reports to the Director of Digital Service and Open Government and may provide direct or functional supervision to subordinate staff or to project teams.

### **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.

- Prepares and assists with the development of strategic plans related to area of responsibility and addresses City-wide policy and management issues.
- Builds and maintains motivated service design and community engagement teams, making sure there is an iterative plan to work towards.
- Directs, oversees, and participates in the development of assigned services work plans; assigns work activities, projects, and programs; monitors work flow; reviews and evaluates work products, methods, and procedures.
- Develops and implements interdepartmental technology governance, planning, and coordination activities to accomplish specific City-wide objectives.
- Develops and implements organizational policies and procedures regarding appropriate usage of technology and communications within the organization.
- Acts as a liaison between City departments and the Department of Department of Digital Service and Open Government to understand the operational needs.
- Understands and analyzes user and business needs to ensure outcomes are aligned with service vision and business strategy.

- Develops and oversees the design and end-to-end journey services and business processes through user-centered design.
- Develops and oversees the design and layout of communication materials consistent with City style guidelines
- Supports implementation of mission critical City-wide technology initiatives.
- Evaluates the department's operations to ensure effective support for organizational objectives and efficient and effective implementation of initiatives.
- Recommends long-range goals and implementation plans for services provided by City departments.
- the Plans, prepares, and administers the assigned departmental budget in coordination with management staff.

#### **KNOWLEDGE OF:**

- Strategic planning, systems, and project management
- Information technology service delivery procurement and emerging trends
- Principles and practices of user-centered design
- Principles and practices of journey mapping and user stories
- Communications, marketing, social media messaging and strategy
- Principles and practices of community engagement
- Graphic design principles; web design and editing
- Principles and practices of change management
- Budgeting procedures and techniques
- 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 management 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.
- Use a user-centered approach to make complicated technical concepts easier to understand.
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.
- Facilitate teams and leading 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.
- Establish and monitor staff performance and development goals, assign accountabilities, set objectives, establish priorities, and conduct annual performance appraisals.
- Work calmly and effectively under stressful situations.

**EDUCATION and/or EXPERIENCE:**

Equivalent to graduation from an accredited college or university with a degree in computer science, information systems, information technology, public policy, communications, public administration, or closely related field and three years of progressively responsible professional experience in service delivery and community engagement program design and development, including at least one year in a supervisory or 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 function 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 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 is occasionally required to stand and walk. 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, color vision, peripheral vision, depth perception, 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 displays. The employee frequently works in evenings or weekends; typically in inside environmental conditions. The employee occasionally may travel between worksites. The noise level in the work environment is usually moderate.