

**CLASS SPECIFICATION**  
**Strategic Initiatives Manager**

**GENERAL PURPOSE**

Under direction of the City Manager's office, performs research, planning, analysis, and coordination necessary to administer various City programs, projects and functions; conducts specific and comprehensive studies and analysis of a wide range of municipal policies, programs, organizational structures, procedures, and services; provides expert professional assistance and guidance to the City Manager and Assistant City Manager on strategy, policy, and operational issues involving areas of assigned responsibility and other City-wide policy issues; and performs related duties as assigned. This position establishes performance requirements and personal development targets, while working with staff to maintain a high performance, customer service-oriented work environment.

**DISTINGUISHING CHARACTERISTICS**

This single-position class is a division manager level class, which assists the City Manager and Assistant City Manager in conducting special studies related to administrative issues. Incumbents are expected to operate with a great deal of independence and sensitivity to issues. The incumbent provides direction and supervision for the professional, technical and office support staff in addition to performing diverse, specialized and complex policy and technology work involving significant accountability and decision-making responsibility. Assignments are broad in scope and allow for a high degree of administrative discretion in their execution.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

1. Conducts complex and sensitive administrative, operational, and management analyses, studies and research projects including those involving City-wide issues, programs, policies, and procedures; selects, adapts, and applies appropriate research and statistical techniques; gathers and analyzes data and information from various sources on a variety of specialized topics.
2. Participates in special projects including planning and implementation of special programs and events and complex research of new programs and services. Provides policy analyses on anticipated programs to evaluate their feasibility within the organization.
3. Participates in the development and implementation of goals, objectives, and priorities for assigned functions and programs; recommends and implements resulting policies and procedures.
4. Participates in the development and administration of the department budget; submits budget recommendations; monitors expenditures.
5. Investigates and follows-up on specific requests and complaints from City officials and staff, outside agencies, and citizens pertaining to various governmental activities.
6. Plans, organizes, controls, manages and evaluates the work of the Technology Services Division.
7. Serves as project manager for large-scale technology projects; develops bid proposals, RFPs and RFIs for professional services and acquisition of systems and standard software.

8. Plans and evaluates the performance of assigned staff; establishes performance requirements and personal development targets; provides leadership and works with staff to develop and maintain a high performance, customer service-oriented work environment.
9. Coordinates software services activities with other technology sections and departments to optimize performance and use of installed systems in meeting customer needs.
10. Plans, organizes, administers and coordinates the design, development and implementation of City-wide technology solutions including enterprise-wide software development projects, enterprise-wide server, hardware and operation system installation and conversion projects, and telephony, radio and backbone telecommunication systems.
11. Provides expert technical information, guidance and support to departments and users as needed.
12. Manages and oversees the development of systems and user documentation.
13. Participates in maintaining current, up-to-date recovery plans; performs additional duties as assigned; and provides quality customer service.

## **QUALIFICATIONS**

### **Knowledge of:**

1. Theory, principles, practices and techniques of public administration, including budgeting, contract administration, project management, technology, operations and other general administrative support services and communications.
2. Principles and practices of effective management and supervision.
3. Principles, practices and techniques of information technology management, including applications design, database administration, network architecture, and telecommunications technologies.
4. Systems Development Life Cycle methodology, procedures, practices and guidelines.
5. Principles and methods of systems analysis, applications design principles, development methodologies and tools.
6. Programming theory and programming languages used in City applications.
7. Operating system capabilities and constraints.
8. Standard PC software packages, database management systems and software.
9. Network architecture and design concepts, including topologies, protocols, configuration, and connectivity testing and troubleshooting issues as they affect applications design.
10. Systems integration design concepts as they relate to design and development.
11. City human resources policies and procedures and labor contract provisions.

**Ability to:**

1. Plan, direct, manage and integrate programs and projects as assigned.
2. Define complex management, finance, budget and administrative issues, perform difficult and complex analyses and research, evaluate alternatives and develop sound conclusions and recommendations.
3. Understand, interpret, explain and apply City, state, and federal policy, law, regulation and court decisions applicable to areas of responsibility.
4. Present proposals and recommendations clearly, logically and persuasively.
5. Represent the City effectively in negotiations and other dealings on a variety of difficult, complex, sensitive and confidential matters.
6. Prepare clear, concise and comprehensive statements, correspondence, reports, studies and other written materials appropriate to diverse technical and non-technical audiences.
7. Exercise sound, expert, independent judgment within general policy guidelines.
8. Exercise seasoned management and political acumen, tact and diplomacy in dealing with complex, sensitive and confidential issues regarding where there are multiple and conflicting agendas and positions.
9. Establish and maintain highly effective working relationships with the City Manager, Assistant City Manager and department directors, managers, employees, business and community leaders, residents, the public and others encountered in the course of work.
10. Plan, organize, integrate and manage a broad range of complex applications development, administration and maintenance activities.
11. Establish and maintain project and production schedules.
12. Identify information and technology management issues and opportunities.
13. Perform business process analyses and reach sound logical conclusions regarding user needs and business requirements.
14. Prepare clear, concise and accurate proposals, contracts, reports, correspondence and other technical written materials.
15. Communicate clearly and effectively to diverse audiences of technical and non-technical personnel, both orally and in writing.
16. Provide quality customer service and assess customer needs.

**Education, Training and Experience:**

A bachelor's degree in public administration, business administration, information systems, information technology or a closely related field. Six years of progressively responsible experience in the management of complex projects and programs to include enterprise technology systems and at least two of which were at a project management or supervisory level.

**Licenses; Certificates; Special Requirements:**

A valid California driver's license and the ability to maintain insurability under the City's vehicle insurance policy.

**PHYSICAL AND MENTAL DEMANDS**

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

### **Physical Demands**

While performing the duties of this class, the employee is regularly required to sit for prolonged periods of time; talk or hear, in person and by telephone; use hands to finger coordination; handle and reach with hands or arms; operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard. The employee frequently is required to walk and stand. The employee is occasionally required to stoop, kneel, crouch, crawl and twist.

Specific vision abilities required by this job include close vision, color vision, the ability to distinguish basic colors and shades, depth perception and the ability to adjust focus.

### **Mental Demands**

While performing the duties of this class, the employee is regularly required to use oral and written communication skills; read and interpret data, information and documents; analyze and solve problems; observe and interpret data and situations; learn and apply new skills or information; perform highly detailed work on multiple concurrent tasks; work under changing and intensive deadlines with frequent interruptions; and interact with City officials, management, staff, the public and others encountered in the course of work.

## **WORK ENVIRONMENT**

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

The employee works under typical office conditions, and the noise level is usually quiet.