

## **Web Analyst**

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### **DEFINITION**

The Web Analyst role is responsible for providing a rich and rewarding experience for all of the City of Edmonton's current and potential website users by ensuring the alignment of web functionality, products and services with the City of Edmonton's Website Strategic Plan. This includes the structuring and logical organization of all content, terminology and labels throughout the City's Internet and Intranet to ensure the delivery of more efficient and effective web services in order to maximize their business value. The Web Analyst ensures the usability of the website by understanding business objectives and constraints, the content, and the requirements of end users.

This role acts as a conduit between the end users, organizational management, and IT to deliver valued solutions to business problems or new business requirements through web-based applications. Employees in this class are responsible for translating high level business requirements through the implementation of web technologies and may specialize in one or more areas such as information architecture, usability assessments, navigation design, graphic design, business analysis and quality assurance activities.

### **TYPICAL DUTIES** \*

Determine taxonomy requirements, navigation methods and terminology used within the system to enhance usability and findability.

Conduct user research and analysis to better understand the cognitive, behavioral, and emotional processes of users through interviews, workshops, storyboards, document analysis, scenarios, task and workflow analysis, and/or viewpoints.

Develop effective and efficient solutions by researching/analyzing web issues, defining opportunities for web business process improvements and making recommendations within assigned area of responsibility. Includes forecasting new trends in web development and design.

Define, document and translate high level business requirements into detailed function specifications as outlined by the Web Operations Manager, other Web Analysts, and/or clients.

Develop or participate in the development of test scripts ensuring adherence to agreed upon business requirements and participate in the testing of developed systems/solutions.

May work with end users and other Web Analysts to analyze, develop and recommend solutions to problems.

Comply with the system development life cycle and project management methodology – including development of project plans, documentation of system requirements, estimates of scope and cost. Conduct implementation and post implementation activities and may ensure project deliverables are communicated and user/support areas are trained.

Continuously enhance knowledge/expertise of business analysis principles and apply learnings to business solutions.

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Provide project leadership and project planning for web related projects. This includes analysis, design, testing, training and implementation. This may also include coaching and mentoring others.

Work with Web Operations Manager, other Web Analysts, and the client to ensure effective communication, integration of web project issues and deliverables, and clear articulation of business requirements.

Perform related work as required.

### **KNOWLEDGE, ABILITIES AND SKILLS**

Exceptional consultation, interviewing, observational, analysis, and facilitation skills in order to extract the needs and requirements of the intended web users from multiple sources.

Expert knowledge in website business process mapping including the ability to outline data and application needs to support the current and evolving business functions and the appropriate supporting web technology.

Comprehensive understanding of web design, development, products, and usability standards.

Knowledge and familiarity with cognitive psychology, usability, user research techniques and interface design.

Strong technical knowledge and competency in web authoring tools and design software such as: HTML, Content Management Systems (CMS), Macromedia Dreamweaver, Adobe Photoshop, and Adobe Illustrator.

Proficient with social media tools, especially Facebook, Twitter, YouTube, MySpace and other emerging web technologies and trends.

Strong knowledge of all department business, programs, services, and initiatives in order to understand business needs.

Demonstrated ability to establish and maintain effective working relationships with personnel at all levels of civic services.

Ability to work independently and collaboratively as a member of a team, including the ability to lead projects and/or coach and mentor others.

Strong organizational skills, including the ability to coordinate and lead multiple assignments and tasks while meeting deadlines.

Excellent verbal and written communication skills with strong attention to detail.

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**TRAINING AND EXPERIENCE REQUIREMENTS**

Job Level

Completion of a degree in Business Administration, Computing Sciences, or a related discipline with course work in web analysis and design, information architecture, and/or business analysis. A minimum of four (4) years of progressively responsible experience in the implementation of web technologies specializing in one or more areas such as information architecture, usability assessments, navigation design, graphic design, business analysis and quality assurance activities. Advanced Content Management Systems experience including experience with web programming tools is required.

\* *This is a class specification and not an individualized job description. A class specification represents and defines the general character, scope of duties and responsibilities of all positions within a specific job classification. It is not intended to describe nor does it necessarily list the essential job functions for a specific position in a classification. Positions may perform some of the duties listed above but this does not necessarily qualify for placement into this classification.*

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Salary Plan	<u>21M</u>	<u>21A</u>	<u>21B</u>	<u>21C</u>
Job Code	2170		2171	
Grade	030		032	

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