Economic Research Service   **Position No. _____**
Information Services Division
Office of the Director
Program / Management Analyst (Web Project Coordinator), GS-0343-11

I.   INTRODUCTION

The Economic Research Service (ERS) conducts broad programs of economic and other social science research and analysis relating to agriculture, food, natural resources, and rural America for use by public and private decision makers. ERS' clients are the executive and legislative branches; environmental, consumer and public interest groups, including farm and industry groups; and the general public.

The Information Services Division provides technical leadership, guidance, training, coordination, and other assistance in computing, editing, and disseminating information in support of the economic research and analysis mission of ERS.

This position is located in the Office of the Director (OD) which has responsibility for coordinating and managing the functions and services performed by the Division and providing administrative, management, and clerical support for the branches. This position is subject to the provisions of the Fair Labor Standards Act (FLSA).

The incumbent serves as an Agency specialist and project manager for web product development and in this capacity coordinates efforts closely with the Web Manager and Web Editor-in-Chief. The incumbent assists in planning, organizing, and leading projects that involve high-level policy and program impacts, and require highly sophisticated web development and design processes to meet changing customer needs by effectively communicating agency research.

II.   DUTIES AND RESPONSIBILITIES

1.   Assists with web product development and web project management for the Division team that is responsible for development and maintenance of the ERS Web site, extranets and employee intranet. This includes a high degree of coordination with program division managers and staff to facilitate effective utilization of utilization of electronic methodologies, including the ERS Web site, in a manner that meets the Agency's strategic objectives for information and data dissemination.

2.   Serves as a web project manager and in this capacity coordinates the work of interdisciplinary teams assigned to web projects to ensure that objectives are met and a high degree of effectiveness is maintained. Assists in determining assignments, helps set priorities, monitors progress, and reports on progress in meeting established milestones and deadlines.

3.   Independently researches and evaluates new and emerging methods for web product development and web project management. Assesses these methods with respect to their suitability for: (a) communicating the Agency's research outputs; (b) leveraging use of ERS materials; (c) potential costs and benefits; and (d) adaptability to Agency requirements.

4.   Consults with the ERS Web Team to identify ERS priorities for web product development and opportunities to improve the Agency's performance of this function. Uses this information to develop new or improved methods, prepares and presents concept and strategy papers and/or presentations, trains Agency staff as needed, and demonstrates and communicates the effectiveness of selected methods in meeting agency goals.

5.	Coordinates web product development plans and schedules, and advises Agency staff on product planning, development, design, and implementation. In this capacity, incumbent works closely with the Web Editor-in-Chief to manage the web product development process and associated activities. Prepares process marketing and outreach efforts, and ensures a smooth, consistent and transparent product development process by providing comprehensive support documentation. Provides technical direction and assistance to program division staff who are assigned to develop products for web and electronic information delivery. Reviews final products submitted by Agency Product Development Teams for adherence to Agency web policies, procedures, and guidelines.

6.	Assists in developing annual and long-range plans to realize the web and electronic product development components of the Agency's strategic goals for information technology, communication, and customer service, and provides project management and leadership for activities that are part of these plans. Provides Agency insight into "best practices" for web and electronic information product development based on research and analysis of these practices in and out of government. Supports the ERS Web Team in developing new web product development and web project management policies, procedures, and guidelines as needed. Serves as an advocate for web product development and web project management techniques and best practices.

7.	Provides Agency liaison with other Federal agencies, universities, task forces, and other groups and organizations on issues related to the development, operation, and management of web and electronic information dissemination programs.

8.	Researches technical capabilities of contractors, develops estimated costs, drafts technical requests for proposals, assesses capability of contract experts, and provides advice to the Web Manager on final selection.

9.	Assists in developing estimates and monitoring budgets for diverse web projects as needed. Controls expenses to stay within budget guidelines. Identifies and provides for development of generalized systems and structures to achieve economic savings across Agency-wide projects.

10.	Incumbent performs other duties as assigned.

III.	EVALUATION FACTORS

Factor 1. Knowledge Required by the Position			Level 1 - 7	1250 pts

Broad knowledge of Agency direction and program outputs, electronic information and data dissemination, web project management, information architecture, usability, content management, Web systems technologies, and system design, including an in-depth knowledge of a particular web design and development specialty area; to serve as the technical authority on the web and electronic product development process. In-depth knowledge of program analysis and Web systems methodology is used to develop an environment that includes approaches, standards, procedures, and guidelines for the ongoing improvement of ERS web products and their integration into the Agency electronic information dissemination program. Position requires the ability to deal effectively with Agency representatives and users to assist in the development of dissemination methods that meet the needs of ERS customers. Proposals and decisions must be justified, and if necessary defended concerning the overall design environment.

Factor 2. Supervisory Controls   Level 2 - 4   450 pts

The incumbent is under the general supervision of the Web Manager, who provides supervisory, administrative, and policy oversight and helps the incumbent devise plans, work methods, and other aspects of the assignment. The incumbent exercises some latitude in the planning and execution of assignments. The results are reviewed prior to release, publication or discussion with management officials.

Factor 3. Guidelines   Level 3 - 3   275 pts

Guidelines consist of Government, Departmental, and Agency regulations on information dissemination, ADP, and communications as well as specified Agency goals. Available studies and vendor manuals are also used. Guidelines are general in nature and may be difficult to interpret or apply. The incumbent must select and interpret the appropriate material and establish guidance that assures conformance to the pertinent areas. Trends and patterns in areas such as workload, types of information, customer needs and usage, research directions, and technological advances must be prepared to develop plans and solutions to maintain an effective web product development program.

Factor 4. Complexity   Level 4 - 4   225 pts

The work involves an unusual depth of analysis in an area where approaches, customer needs, and technology change at a rapid pace and implementation of improvements can cause extensive changes in Agency practices and procedures. In determining implementation and optimization approaches, decisions must be made over lengthy time periods during which assumptions about research directions, customer needs, system usage, major new system implementations, project funding, and advances in technology could change considerably.

Possibilities for change are developed as a result of exploratory studies that generally involve a wide range of Agency outputs that include intermediate and long-term research, reports and indicators, data, and staff analysis, as well as a wide range of technologies and computer software. These studies require extensive coordination with management, research and technical staff, and vendor representatives; and the evaluation of new approaches and methods is clouded by the lack of similar operational systems available to conduct appropriate studies. Extensive testing, evaluation of results, and incorporating customer feedback vary the pace of implementation.

Factor 5. Scope and Effect   Level 5 - 2   150 pts

The work involves improvements in existing systems and operations and development of new approaches to match effective electronic dissemination techniques with customer needs. The incumbent assists in the design and management of complex information dissemination systems, specializing in developing methods and approaches for use of Web information delivery and its integration with related dissemination systems. The work affects the basic design and use of automated systems that provide for the efficient and effective delivery of Agency products and the collection and delivery of information and services at the Department level. Advice and guidance provided by the incumbent affects the work of professional staff and management officials throughout the Agency and in other Agencies in the Department.

Factor 6. Personal Contacts and Factor 7.Purpose of Contacts   Level 6 - 3   60 pts

In addition to contacts within the Agency, contacts also take place with computer personnel and officials of the Department, representatives of vendors and contractors, and with Agency customers.

Factor 7. Purpose of Contacts   Level 7 - 2   120 pts

Contacts are to present requirements, gather and obtain information, and identify and resolve problems. Considerable tact and diplomacy are required in convincing and securing cooperation of parties that may have different points of view.

Factor 8. Physical Demands   Level 8 - 1   5 pts

The work is sedentary. It occasionally requires the carrying of light office equipment and materials.

Factor 9. Work Environment   Level 9 - 1   5 pts

The work is primarily conducted in a typical office environment.

Economic Research Service   Position No. _____
Information Services Division
Office of the Director
Program / Management Analyst (Web Project Coordinator), GS-0343-12

I.   <u>INTRODUCTION</u>

The Economic Research Service (ERS) conducts broad programs of economic and other social science research and analysis relating to agriculture, food, natural resources, and rural America for use by public and private decision makers. ERS' clients are the executive and legislative branches; environmental, consumer and public interest groups, including farm and industry groups; and the general public.

The Information Services Division provides technical leadership, guidance, training, coordination, and other assistance in computing, editing, and disseminating information in support of the economic research and analysis mission of ERS.

This position is located in the Office of the Director (OD) which has responsibility for coordinating and managing the functions and services performed by the Division and providing administrative, management, and clerical support for the branches. This position is subject to the provisions of the Fair Labor Standards Act (FLSA).

The incumbent serves as an Agency specialist and project manager for web product development and in this capacity coordinates efforts closely with the Web Manager and Web Editor-in-Chief. The incumbent plans, organizes, and leads projects that involve high-level policy and program impacts, and require highly sophisticated web development and design processes to meet changing customer needs by effectively communicating agency research.

II.   <u>DUTIES AND RESPONSIBILITIES</u>

1.   Specialist on web product development and web project management for the Division team that is responsible for development and maintenance of the ERS Web site, extranets and employee intranet. This includes a high degree of coordination with program division managers and staff to facilitate effective utilization of utilization of electronic methodologies, including the ERS Web site, in a manner that meets the Agency's strategic objectives for information and data dissemination.

2.   Serves as a web project manager, and in this capacity plans, directs, and coordinates work of the interdisciplinary teams assigned to web projects to ensure that objectives are met and a high degree of effectiveness is maintained. Assists in determining appropriate assignments, setting priorities, monitoring progress, and reporting on progress in meeting established milestones and deadlines.

3.   Independently researches and evaluates new and emerging methods for web product development and web project management. Assesses these methods with respect to their suitability for: (a) communicating the Agency's research outputs; (b) leveraging use of ERS materials; (c) potential costs and benefits; and (d) adaptability to Agency requirements.

4.   Consults with the ERS Web Team and the division management team to identify ERS priorities for web product development and opportunities to improve the Agency's performance of this function. Uses this information to develop new or improved methods, prepares and presents concept and strategy papers and/or presentations, trains Agency staff as needed, and demonstrates and communicates the effectiveness of selected methods in meeting agency goals.

5. Coordinates web product development plans and schedules, and advises Agency staff on product planning, development, design, and implementation. In this capacity, incumbent works closely with the Web Editor-in-Chief to manage the web product development process and associated activities. Prepares process marketing and outreach efforts, and ensures a smooth, consistent and transparent product development process by providing comprehensive support documentation. Provides technical direction and assistance to program division staff who are assigned to develop products for web and electronic information delivery. Reviews final products submitted by Agency Product Development Teams for adherence to Agency web policies, procedures, and guidelines.

6. Assists in developing, designing, and implementing annual and long-range plans to realize the web and electronic product development components of the Agency's strategic goals for information technology, communication, and customer service, and provides project management and leadership for activities that are part of these plans. Provides Agency insight into "best practices" for web and electronic information product development based on research and analysis of these practices in and out of government. Supports the ERS Web Team in developing new web product development and web project management policies, procedures, and guidelines as needed. Serves as an advocate for web product development and web project management techniques and best practices.

7. Provides Agency liaison with other Federal agencies, universities, task forces, and other groups and organizations on issues related to the development, operation, and management of web and electronic information dissemination programs.

8. Researches technical capabilities of contractors, develops estimated costs, drafts technical requests for proposals, assesses capability of contract experts, and provides advice to the Web Manager on final selection.

9. Develops estimates and monitors budgets for diverse web projects as needed. Controls expenses to stay within budget guidelines. Identifies and provides for development of generalized systems and structures to achieve economic savings across Agency-wide projects.

10. Incumbent performs other duties as assigned.

III. EVALUATION FACTORS

Factor 1. Knowledge Required by the Position   Level 1 - 7   1250 pts

Broad knowledge of Agency direction and program outputs, electronic information and data dissemination, web project management, information architecture, usability, content management, Web systems technologies, and system design, including an in-depth knowledge of a particular web design and development specialty area; to serve as the technical authority on the web and electronic product development process. In-depth knowledge of program analysis and Web systems methodology is used to develop an environment that includes approaches, standards, procedures, and guidelines for the ongoing improvement of ERS web products and their integration into the Agency electronic information dissemination program. Position requires the ability to deal effectively with all levels of management and users to provide leadership in the development of dissemination methods that meet the needs of ERS customers. Proposals and decisions must be justified, and if necessary defended concerning the overall design environment.

Factor 2. Supervisory Controls   Level 2 - 4   450 pts

The incumbent is under the general supervision of the Web Manager, who provides supervisory, administrative, and policy oversight while making assignments. Plans, work methods, and other aspects of the assignment are devised by the incumbent in consultation with supervisor. The incumbent has certain latitude in the planning and execution of assignments. The results are usually accepted as presented and are reviewed as to the fulfillment of objectives.

Factor 3. Guidelines   Level 3 - 4   350 pts

Guidelines consist of Government, Departmental, and Agency regulations on information dissemination, ADP, and communications as well as specified Agency goals. Available studies and vendor manuals are also used. Guidelines are general in nature and may be difficult to interpret or apply. The incumbent must select and interpret the appropriate material and establish guidance that assures conformance to the pertinent areas. Trends and patterns in areas such as workload, types of information, customer needs and usage, research directions, and technological advances must be prepared to develop plans and solutions to maintain an effective web product development program.

Factor 4. Complexity   Level 4 - 5   350 pts

The work involves an unusual depth of analysis in an area where approaches, customer needs, and technology change at a rapid pace and implementation of improvements can cause extensive changes in Agency practices and procedures. In determining implementation and optimization approaches, decisions must be made over lengthy time periods during which assumptions about research directions, customer needs, system usage, major new system implementations, project funding, and advances in technology could change considerably.

Possibilities for change are developed as a result of exploratory studies that generally involve a wide range of Agency outputs that include intermediate and long-term research, reports and indicators, data, and staff analysis, as well as a wide range of technologies and computer software. These studies require extensive coordination with management, research and technical staff, and vendor representatives; and the evaluation of new approaches and methods is clouded by the lack of similar operational systems available to conduct appropriate studies. Extensive testing, evaluation of results, and incorporating customer feedback vary the pace of implementation.

Factor 5. Scope and Effect   Level 5 - 4   325 pts

The work involves improvements in existing systems and operations and development of new approaches to match effective electronic dissemination techniques with customer needs. The incumbent serves as an expert and consultant in the design and management of complex information dissemination systems, specializing in developing methods and approaches for use of Web information delivery and its integration with related dissemination systems. The work affects the basic design and use of automated systems that provide for the efficient and effective delivery of Agency products and the collection and delivery of information and services at the Department level. Advice and guidance provided by the incumbent affects the work of professional staff and management officials throughout the Agency and in other Agencies in the Department.

Factor 6. Personal Contacts and Factor 7.Purpose of Contacts   Level 6 - 3   60 pts

In addition to contacts within the Agency, contacts also take place with computer personnel and officials of the Department, the Government, representatives of vendors and contractors, and with Agency customers.

<u>Factor 7. Purpose of Contacts</u>   Level 7 - 3   120 pts

Contacts are to present requirements, gather and obtain information, and identify and resolve problems. Considerable tact and diplomacy are required in convincing and securing cooperation of parties that may have different points of view.

<u>Factor 8. Physical Demands</u>   Level 8 - 1   5 pts

The work is sedentary. It occasionally requires the carrying of light office equipment and materials.

<u>Factor 9. Work Environment</u>   Level 9 - 1   5 pts

The work is primarily conducted in a typical office environment.

Economic Research Service   **Position No. _____**
Information Services Division
Office of the Director
Program / Management Analyst (Web Project Coordinator), GS-0343-13

I.   <u>INTRODUCTION</u>

The Economic Research Service (ERS) conducts broad programs of economic and other social science research and analysis relating to agriculture, food, natural resources, and rural America for use by public and private decision makers. ERS' clients are the executive and legislative branches; environmental, consumer and public interest groups, including farm and industry groups; and the general public.

The Information Services Division provides technical leadership, guidance, training, coordination, and other assistance in computing, editing, and disseminating information in support of the economic research and analysis mission of ERS.

This position is located in the Office of the Director (OD) which has responsibility for coordinating and managing the functions and services performed by the Division and providing administrative, management, and clerical support for the branches. This position is subject to the provisions of the Fair Labor Standards Act (FLSA).

The incumbent serves as an Agency specialist and project manager for web product development and in this capacity coordinates efforts closely with the Web Manager and Web Editor-in-Chief. The incumbent plans, organizes, and leads projects that involve high-level policy and program impacts, and require highly sophisticated web development and design processes to meet changing customer needs by effectively communicating agency research.

II.   <u>DUTIES AND RESPONSIBILITIES</u>

1.   Serves as a specialist on web product development and web project management for the Division team that is responsible for development and maintenance of the ERS Web site, extranets and employee intranet. This includes a high degree of coordination with program division managers and staff to facilitate effective utilization of utilization of electronic methodologies, including the ERS Web site, in a manner that meets the Agency's strategic objectives for information and data dissemination.

2.   Serves as a web project manager, and in this capacity plans, directs, and coordinates work of the interdisciplinary teams assigned to web projects to ensure that objectives are met and a high degree of effectiveness is maintained. Makes appropriate assignments, sets priorities, monitors progress, and reports on progress in meeting established milestones and deadlines.

3.   Independently researches and evaluates new and emerging methods for web product development and web project management. Assesses these methods with respect to their suitability for: (a) communicating the Agency's research outputs; (b) leveraging use of ERS materials; (c) potential costs and benefits; and (d) adaptability to Agency requirements.

4.   Consults with Agency senior management, the ERS Web Team, and the division management team to identify ERS priorities for web product development and opportunities to improve the Agency's performance of this function. Uses this information to develop new or improved methods, prepares and presents concept and strategy papers and/or presentations, trains Agency staff as needed, and demonstrates and communicates the effectiveness of selected methods in meeting agency goals.

5. Coordinates web product development plans and schedules, and advises Agency staff on product planning, development, design, and implementation. In this capacity, incumbent works closely with the Web Editor-in-Chief to manage the web product development process and associated activities. Prepares process marketing and outreach efforts, and ensures a smooth, consistent and transparent product development process by providing comprehensive support documentation. Provides technical direction and assistance to program division staff who are assigned to develop products for web and electronic information delivery. Reviews final products submitted by Agency Product Development Teams for adherence to Agency web policies, procedures, and guidelines.

6. Develops, designs, and implements annual and long-range plans to realize the web and electronic product development components of the Agency's strategic goals for information technology, communication, and customer service, and provides project management and leadership for activities that are part of these plans. Provides Agency insight into "best practices" for web and electronic information product development based on research and analysis of these practices in and out of government. Supports the ERS Web Team in developing new web product development and web project management policies, procedures, and guidelines as needed. Serves as a key champion and advocate for web product development and web project management techniques and best practices.

7. Provides Agency liaison with other Federal agencies, universities, task forces, and other groups and organizations on issues related to the development, operation, and management of web and electronic information dissemination programs.

8. Researches technical capabilities of contractors, develops estimated costs, drafts technical requests for proposals, assesses capability of contract experts, and provides advice to the Web Manager on final selection.

9. Develops estimates and monitors budgets for diverse web projects as needed. Controls expenses to stay within budget guidelines. Identifies and provides for development of generalized systems and structures to achieve economic savings across Agency-wide projects.

10. Incumbent performs other duties as assigned.

III. EVALUATION FACTORS

Factor 1. Knowledge Required by the Position   Level 1 - 8   1450 pts

Broad knowledge of Agency direction and program outputs, electronic information and data dissemination, web project management, information architecture, usability, content management, Web systems technologies, and system design, including an in-depth knowledge of a particular web design and development specialty area; to serve as the technical authority on the web and electronic product development process. In-depth knowledge of program analysis and Web systems methodology is used to develop an environment that includes approaches, standards, procedures, and guidelines for the ongoing improvement of ERS web products and their integration into the Agency electronic information dissemination program. Position requires the ability to deal effectively with all levels of management and users to provide leadership in the development of dissemination methods that meet the needs of ERS customers. Proposals and decisions must be justified, and if necessary defended concerning the overall design environment.

2

Factor 2. Supervisory Controls   Level 2 - 5   550 pts

The incumbent is under the general supervision of the Web Manager, who provides supervisory, administrative, and policy oversight while making assignments. Plans, work methods, and other aspects of the assignment must be devised by the incumbent. The incumbent has wide latitude in the planning and execution of assignments and comparable freedom in the oversight of others assigned to the work. The results are usually accepted as presented and are reviewed as to the fulfillment of objectives.

Factor 3. Guidelines   Level 3 - 5   350 pts

Guidelines consist of Government, Departmental, and Agency regulations on information dissemination, ADP, and communications as well as specified Agency goals. Available studies and vendor manuals are also used. Guidelines are general in nature and may be difficult to interpret or apply. The incumbent must select and interpret the appropriate material and establish guidance that assures conformance to the pertinent areas. Trends and patterns in areas such as workload, types of information, customer needs and usage, research directions, and technological advances must be prepared to develop plans and solutions to maintain an effective web product development program.

Factor 4. Complexity   Level 4 - 6   350 pts

The work involves an unusual depth of analysis in an area where approaches, customer needs, and technology change at a rapid pace and implementation of improvements can cause extensive changes in Agency practices and procedures. In determining implementation and optimization approaches, decisions must be made over lengthy time periods during which assumptions about research directions, customer needs, system usage, major new system implementations, project funding, and advances in technology could change considerably.

Possibilities for change are developed as a result of exploratory studies that generally involve a wide range of Agency outputs that include intermediate and long-term research, reports and indicators, data, and staff analysis, as well as a wide range of technologies and computer software. These studies require extensive coordination with management, research and technical staff, and vendor representatives; and the evaluation of new approaches and methods is clouded by the lack of similar operational systems available to conduct appropriate studies. Extensive testing, evaluation of results, and incorporating customer feedback vary the pace of implementation.

Factor 5. Scope and Effect   Level 5 - 2   325 pts

The work involves improvements in existing systems and operations and development of new approaches to match effective electronic dissemination techniques with customer needs. The incumbent serves as an expert and consultant in the design and management of complex information dissemination systems, specializing in developing methods and approaches for use of Web information delivery and its integration with related dissemination systems. The work affects the basic design and use of automated systems that provide for the efficient and effective delivery of Agency products and the collection and delivery of information and services at the Department level. Advice and guidance provided by the incumbent affects the work of professional staff and management officials throughout the Agency and in other Agencies in the Department.

Factor 6. Personal Contacts and Factor 7.Purpose of Contacts   Level 6 - 3   60 pts

In addition to contacts within the Agency, contacts also take place with computer personnel and officials of the Department, the Government, representatives of vendors and contractors, and with Agency customers.

Factor 7. Purpose of Contacts   Level 7 - 3   120 pts

Contacts are to present requirements, gather and obtain information, and identify and resolve problems. Considerable tact and diplomacy are required in convincing and securing cooperation of parties that may have different points of view.

Factor 8. Physical Demands   Level 8 - 1   5 pts

The work is sedentary. It occasionally requires the carrying of light office equipment and materials.

Factor 9. Work Environment   Level 9 - 1   5 pts

The work is primarily conducted in a typical office environment.

Economic Research Service   **Position No. _____**
Information Services Division
Office of the Director
Program / Management Analyst (Web Project Coordinator), GS-0343-14

I.   <u>INTRODUCTION</u>

The Economic Research Service (ERS) conducts broad programs of economic and other social science research and analysis relating to agriculture, food, natural resources, and rural America for use by public and private decision makers. ERS' clients are the executive and legislative branches; environmental, consumer and public interest groups, including farm and industry groups; and the general public.

The Information Services Division provides technical leadership, guidance, training, coordination, and other assistance in computing, editing, and disseminating information in support of the economic research and analysis mission of ERS.

This position is located in the Office of the Director (OD) which has responsibility for coordinating and managing the functions and services performed by the Division and providing administrative, management, and clerical support for the branches. This position is subject to the provisions of the Fair Labor Standards Act (FLSA).

The incumbent serves as the Agency's senior specialist and project manager for web product development and in this capacity coordinates efforts closely with the Web Manager and Web Editor-in-Chief. The incumbent plans, organizes, and leads projects that involve high-level policy and program impacts, and require highly sophisticated web development and design processes to meet changing customer needs by effectively communicating agency research.

II.   <u>DUTIES AND RESPONSIBILITIES</u>

1.   Provides leadership on web product development and web project management as a key member of the Division team that is responsible for development and maintenance of the ERS Web site, extranets and employee intranet. This includes a high degree of coordination with program division managers and staff to facilitate effective utilization of utilization of electronic methodologies, including the ERS Web site, in a manner that meets the Agency's strategic objectives for information and data dissemination.

2.   Serves as a web project manager, and in this capacity plans, directs, and coordinates work of the interdisciplinary teams assigned to web projects to ensure that objectives are met and a high degree of effectiveness is maintained. Makes appropriate assignments, sets priorities, monitors progress, and reports on progress in meeting established milestones and deadlines.

3.   Independently researches and evaluates new and emerging methods for web product development and web project management. Assesses these methods with respect to their suitability for: (a) communicating the Agency's research outputs; (b) leveraging use of ERS materials; (c) potential costs and benefits; and (d) adaptability to Agency requirements.

4.   Consults with Agency senior management, the ERS Web Team, and the division management team to identify ERS priorities for web product development and opportunities to improve the Agency's performance of this function. Uses this information to develop new or improved methods, prepares and presents concept and strategy papers and/or presentations, trains Agency staff as needed, and demonstrates and communicates the effectiveness of selected methods in meeting agency goals.

5.   Coordinates web product development plans and schedules, and advises Agency staff on product planning, development, design, and implementation. In this capacity, incumbent works closely with the Web Editor-in-Chief to manage the web product development process and associated activities. Prepares process marketing and outreach efforts, and ensures a smooth, consistent and transparent product development process by providing comprehensive support documentation. Provides technical direction and assistance to program division staff who are assigned to develop products for web and electronic information delivery. Reviews final products submitted by Agency Product Development Teams for adherence to Agency web policies, procedures, and guidelines.

6.   Develops, designs, and implements annual and long-range plans to realize the web and electronic product development components of the Agency's strategic goals for information technology, communication, and customer service, and provides project management and leadership for activities that are part of these plans. Provides Agency insight into "best practices" for web and electronic information product development based on research and analysis of these practices in and out of government. Supports the ERS Web Team in developing new web product development and web project management policies, procedures, and guidelines as needed. Serves as a key champion and advocate for web product development and web project management techniques and best practices.

7.   Provides Agency liaison with other Federal agencies, universities, task forces, and other groups and organizations on issues related to the development, operation, and management of web and electronic information dissemination programs. Provides leadership as a key Agency representative to Department-wide electronic government initiatives.

8.   Researches technical capabilities of contractors, develops estimated costs, drafts technical requests for proposals, assesses capability of contract experts, provides advice to the Web Manager on final selection, and manages the contract vehicles set in place to deliver requirements.

9.   Estimates, justifies, and communicates budget requirements for projects to executive sponsors and Agency management. Controls expenses to stay within budget guidelines. Identifies and provides for development of generalized systems and structures to achieve economic savings across Agency-wide projects.

10.   Incumbent performs other duties as assigned.

III.   EVALUATION FACTORS

Factor 1. Knowledge Required by the Position   Level 1 - 8   1550 pts

Broad knowledge of Agency direction and program outputs, electronic information and data dissemination, web project management, information architecture, usability, content management, Web systems technologies, and system design, including an in-depth knowledge of diverse web design and development specialty areas; to serve as the technical authority on the web and electronic product development process. In-depth knowledge of program analysis and Web systems methodology is used to develop an environment that includes approaches, standards, procedures, and guidelines for the ongoing improvement of ERS web products and their integration into the Agency electronic information dissemination program. Position requires the ability to deal effectively with all levels of management and users to provide leadership in the development of dissemination methods that meet the needs of ERS customers. Proposals and decisions must be justified, and if necessary defended concerning the overall design environment.

Factor 2. Supervisory Controls   Level 2 - 5   650 pts

The incumbent is under the general supervision of the Web Manager, who makes assignments in very general terms. Plans, work methods, and other aspects of the assignment must be devised by the incumbent. The incumbent has wide latitude in the planning and execution of assignments and comparable freedom in the oversight of others assigned to the work. The results are usually accepted as presented and are reviewed as to the fulfillment of objectives.

Factor 3. Guidelines   Level 3 - 5   650 pts

Guidelines consist of Government, Departmental, and Agency regulations on information dissemination, ADP, and communications as well as specified Agency goals. Available studies and vendor manuals are also used. Guidelines are general in nature and span the complete spectrum of activity. The incumbent must select and interpret the appropriate material and establish guidance that assures conformance to the pertinent areas. Trends and patterns in areas such as workload, types of information, customer needs and usage, research directions, and technological advances must be prepared to develop new plans and solutions for web product development.

Factor 4. Complexity   Level 4 - 6   450 pts

The work involves an unusual depth of analysis in an area where approaches, customer needs, and technology change at a rapid pace and implementation of improvements can cause extensive changes in Agency practices and procedures. In determining implementation and optimization approaches, decisions must be made over lengthy time periods during which assumptions about research directions, customer needs, system usage, major new system implementations, project funding, and advances in technology could change considerably.

Possibilities for change are developed as a result of exploratory studies that generally involve a wide range of Agency outputs that include intermediate and long-term research, reports and indicators, data, and staff analysis, as well as a wide range of technologies and computer software. These studies require extensive coordination with management, research and technical staff, and vendor representatives; and the evaluation of new approaches and methods is clouded by the lack of similar operational systems available to conduct appropriate studies. Extensive testing, evaluation of results, and incorporating customer feedback vary the pace of implementation.

Factor 5. Scope and Effect   Level 5 - 2   325 pts

The work involves improvements in existing systems and operations and development of new approaches to match effective electronic dissemination techniques with customer needs. The incumbent serves as an expert and consultant in the design and management of complex information dissemination systems, specializing in developing methods and approaches for use of Web information delivery and its integration with related dissemination systems. The work affects the basic design and use of automated systems that provide for the efficient and effective delivery of Agency products and the collection and delivery of information and services at the Department level. Advice and guidance provided by the incumbent affects the work of professional staff and management officials throughout the Agency and in other Agencies in the Department.

Factor 6. Personal Contacts and Factor 7.Purpose of Contacts   Level 6 - 3   60 pts

In addition to contacts within the Agency, contacts also take place with computer personnel and officials of the Department, the Government, representatives of vendors and contractors, and with Agency customers.

<u>Factor 7. Purpose of Contacts</u>   Level 7 - 3   120 pts

Contacts are to present requirements, gather and obtain information, and identify and resolve problems. Considerable tact and diplomacy are required in convincing and securing cooperation of parties that may have different points of view.

<u>Factor 8. Physical Demands</u>   Level 8 - 1   5 pts

The work is sedentary. It occasionally requires the carrying of light office equipment and materials.

<u>Factor 9. Work Environment</u>   Level 9 - 1   5 pts

The work is primarily conducted in a typical office environment.