

Process Improvement Specialist (Metrics)
GS-0301-13

Introduction

This position is located in the Chief Information Office, Enterprise System Development Office (ESDO). The incumbent provides web metrics leadership for the Department of Homeland Security covering the disciplines of usability, analytics, and satisfaction and business goals. In addition, the incumbent is a content producer and provides supervision for the Web content management team to ensure quality, integrity and timeliness for agency web publishing.

Major Duties

The Metric Analysis Officer incorporates web metrics excellence throughout DHS. Present recommendations to senior staff to support a corporate standard for Web metrics excellence. Communicate findings, recommendations, resources and guidelines to other relevant DHS staff via regular meetings, presentations, listservs, and other appropriate means. Provide project management support for other Web metrics-related activities, including those having DHS-wide impact or scope. When required, provides consultation, review, and analysis of usability/user interface projects under development by other components of DHS and the Federal government. Work with advisory groups to help them understand the Web metrics process and to obtain their feedback in development efforts.

Supports ad hoc and standing DHS committees, task forces, and special work groups and/or teams either as the leader or team member to study and identify complex and divergent issues essential to DHS management in meeting internal and external requirements relating to electronic business. Speaks for DHS as its recognized expert on web metrics activities. Prepare executive briefings, summaries, reports, and recommendations on a variety of web metrics topics reflecting complex viewpoints and considerations of DHS management. Recommend improvements to the public web and search functionality based on metrics data and analysis that covers the disciplines of usability, analytics, satisfaction and business goals. Synthesize large volumes of complex information and present it to senior management in a clear, concise and compelling manner. Negotiate to obtain understanding or acceptance of policies among an audience opposed or indifferent to them, including high-level officials, and their representatives staff. 25%

Conduct data gathering projects to assess user characteristics, requirements, needs, goals, and opportunities related to DHS web communications. Determine data collection method(s),

develop data collection tools (questionnaires, interview questions, etc.), analyze the data, prepares results, and makes recommendations based on this data.

Develop and oversees DHS usability testing effort to ensure that key DHS user interfaces undergo usability testing prior to release. Responsibilities include setting goals and objectives, formulating and implementing a strategic vision, conceiving policies and strategies and managing usability activities. Provide leadership and support to identify, evaluate, and implement the most effective processes, methods, and tools for delivering usability. Leads and manages the translation of usability engineering and user-center design principles to components of DHS and other federal government agencies. Plans usability testing activities for specific web product releases and for incremental improvements to existing interfaces. Manages/leads the development of the testing schedule, test scenarios and other relevant test tools, recruitment of test participants and coordination of overall testing. Reviews testing results and recommends modification to design/prototype based on these results. Interprets and presents usability testing results to DHS staff and officials.

Provide comprehensive support in the area of Web analytics. Analyze the analytics data to make recommendations for improving delivery of information to citizens. The DHS.gov site will be using Google Analytics. Develops key performance indicators and dashboard for briefing executives and project staff on analytics data from the Google Analytics platform. 25%

The incumbent conducts research to identify technologies for customer relationship management, web analytics, performance management and usability, evaluates alternatives and recommends potential systems components to support this analytical process. Apply project management principles, methods and practices in addressing and managing a diverse array of analytical issues and projects.

Perform existing and emerging Web metrics processes, procedures, and tools in order to identify user audiences; assess user requirements, needs and satisfaction levels; design and conduct usability tests at various stages of development process; analyze results of tests and make recommendations to improve design and function; and, create, promote and support a corporate standard for Web metrics excellence throughout DHS.

The incumbent is expected to design, implement, measure and monitor performance metrics for the DHS Web Council and, other DHS Web activities as directed by OPA. The incumbent is responsible for ensuring consistency of web metrics and will be required to collaborate with cross-functional teams to identify, develop and implement performance measurements.

The incumbent conducts and analyzes routine collections of customer statistical data for the web site search programs, develops data aggregation or data dashboard presentations of the findings, and implements systems for summarizing and communicating findings to senior management. Web analytics for the search infrastructure may also involve analysis of search traffic, site index selection, site winnowing, search content and other web-metrics related to the search infrastructure

The incumbent reviews and analyzes user satisfaction reports, interprets results from surveys and translates results into specific recommendations to improve web communications performance.

The incumbent develops and reports measures for progress toward business goals, including cost avoidance measures. In collaboration with the DHS Web council process, the incumbent will establish metrics to assess improvements to customer service and/or DHS web content management and to quantify cost avoidances. Components will be responsible for reporting on the metrics developed on a quarterly basis and the incumbent will aggregate the data for executive review and dissemination. 25%

Manage, monitor and lead team assignments and projects, ensuring that quality, integrity and deadlines are met. Plan, schedule and assign work; identifies milestones and deadlines to be met, assesses the accuracy and integrity of finished products, and appraises product performance.

Write and edit non-technical content for internal and external audiences for electronic publications, manuscripts or on-line instructions for electronic publications; review all content to ensure compliance with 508, W3C, DHS standards and regulations

Review content submitted by DHS staff to ensure that it is written in appropriate style and tone for audience it serves; coordinates with other offices on issues dealing with content; review to ensure that content is consistent with guidelines and well organized. Preparing and publishing effective and usable editorial, image and video materials and maintaining quality control over content;

Advise agency authors and their supervisors on how best to develop and present material that is highly effective, useable, and useful. Advising authors on best practices in web publishing in accordance with user centered design principles

Working knowledge of content management systems. Practical experience with user-centered design and information architecture management.

Knowledge of electronic medium such as html, CSS, photo shop, Dream Weaver. Experience with Flash, video and audio editing software and blogging technology and plus but not required.

Train and/or instruct DHS staff, as necessary, in the contribution of web content, such as development of special web presences or new features and email communication best practices. 25%

Perform all duties as assigned.

FACTOR 1 - Knowledge Required by the Position - Level I-8, 1550 pts

Expert knowledge of editing, writing, publishing, and preparing materials suitable for web publishing and electronic media. Knowledge of writing for the web and content management practices in an enterprise environment

Expert knowledge of project management relevant to a web metrics program.

Expert knowledge of the practice of web metrics.

Excellent interpersonal and written and oral communication skills, as well as public speaking and meeting management skills.

Demonstrated analytical ability, strong knowledge of statistical analysis and modeling capability, and expertise in both quantitative and qualitative data collection and analysis techniques (including surveys, usability testing and analysis, and focus groups).

Comprehensive, intensive, practical knowledge of a technical field, and skill in applying this knowledge to the development of new methods, approaches, or procedures; Experience structuring and conducting complex analysis.

Ability to effectively establish and maintain working relationships with high-level representatives from the Department, other DHS components, and federal and non-federal partners in order to provide guidance and assistance on a wide variety of electronic communications issues and concerns.

Knowledge of the plans, policies, functions, goals and procedures are based on a mastery of the methods and approaches used in the planning, integration, implementation and evaluation of analytics, usability engineering, customer satisfaction and performance management for DHS Web and search activities.

Excellent project management skills, with ability to independently manage multiple projects.

Factor 2. Supervisory Controls FL 2-4 450 Pts

The supervisor provides administrative direction with assignments in terms of broadly defined mission or function. Incumbent is responsible for independently planning and carrying out programs, projects or other assignments. The employee informs the supervisor of potentially controversial findings, issues, or problems with widespread impact.

Results of work are considered technically and authoritative and are normally accepted without significant change. Work is reviewed in terms of fulfillment of program objectives; effect of advice, influence on overall program objective; and contribution made to overall mission of the Office.

The incumbent supervises the activities of a team made up of three federal employees and ensures that the Team furthers DHS's mission and enhances its performance. This includes: ensuring that production and accuracy requirements are met; identifying ways to improve quality and quantity of work; approving the development and training of team members; promoting mutual respect among teams and removing obstacles to the success of group endeavors.

Factor 3 Guidelines FL 3-4 450 Pts

The employee uses judgment in choosing, interpreting, or adapting available guidelines to specific issues or subjects studied. Subjects studied may be covered by a wide variety of administrative regulations and procedural guidelines.

Guidelines consist of government and departmental regulations on information dissemination and communications as well as specified department 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 information dissemination goals of the department. Trends and patterns in areas such as workload, types of information, customer needs and usage, research directions and technological advances must be considered to develop plans and solutions to maintain an effective web product development and improvement program.

Factor 4 Complexity FL 4-5 325 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 stakeholders and the evaluation of new approaches and methods is clouded by the lack of similar operational systems available to conduct 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 FL 5-5 325 Pts

The purpose of the work is to provide supervision for a content management publishing team for the agency and provide program leadership and direction for the web metrics program supporting the agency's website. The role impacts how effective the agency's web communications are to external and internal audiences. The work affects the successful achievement of major programs conducted by the Agency and the Department and affects the social and economic well-being of various customer groups affected by the continued efficient operation of these programs.

The work also involves improvements in existing systems and operations and development of new approaches to match effective electronic dissemination techniques and customer needs. The incumbent serves as an expert and consultant in the all aspects of the web metrics program, as well as web site management and customer service. The work affects the operations of the public web program and the use of practices and process that provide for the efficient and effective delivery of department products and services via online communication channels. Advice and guidance provided by the incumbent affects the work of professional staff and management officials throughout the department and components.

FACTOR 6/7 - Personnel Contacts/Purpose of Contacts - Level 3c - 180 pts

Primary contact with communications team and program team in the department and other Federal agencies.

The purpose of contacts is to coordinate work activities and resolve problems and sensitive issues that require substantial tact and diplomacy.

FACTOR 8 - Physical Demands - Level 8-1, 5 pts

The work is sedentary.

Factor 9-1 Work Environment Level 9-1, 5 pts

The work is typically performed in an adequately lighted and climate controlled office.

Final Point: 3190

Point Range: 3155 - 3600

Final Grade: GS-13

FLSA EVALUATION

_____ Executive Exemption

_____ Exercises appropriate management responsibility (primary duty) over a recognized organizational unit with a continuing function, AND

_____ Customarily and regularly directs 2 or more employees, AND

_____ Has the authority to make or recommend hiring, firing, or other status-change decisions, when such recommendations have particular weight.

Note: Shared supervision or “matrix management” responsibility for a project team does not meet the above criteria. Limited “assistant manager” functions or “acting in the absence” of the manager does not meet the above criteria.

_____ Professional Exemption

_____ Professional work (primary duty)

_____ Learned Professional, (See 5 CFR, 551.208)

(Registered Nurses, Dental Hygienists, Physician’s Assistants, Medical Technologists, Teachers, Attorneys, Physicians, Dentists, Podiatrists, Optometrists, Engineers, Architects, and Accountants at the independent level as just some of the typical examples of exempt professionals)

or

_____ Creative Professional, (See 5 CFR 551.209),

or

_____ Computer Employee (See 5 CFR 551.210; must meet salary test and perform such duties as system analysis, program/system design, or

program/system testing, documentation, and modification). Computer manufacture or repair is excluded (non-exempt work).

 MET Administrative Exemption

 MET Primary duty consistent with 5 CFR 551 (e.g.; non-manual work directly related to the management or general business operations of the employer or its customers), AND job duties require exercise of discretion & independent judgment.

Comments/Explanations: The work also involves improvements in existing systems and operations and development of new approaches to match effective electronic dissemination techniques and customer needs. The incumbent serves as an expert and consultant in the all aspects of the web metrics program, as well as web site management and customer service.

Conclusion: Exempt