



ASHEVILLE HOUSING AUTHORITY
165 SOUTH FRENCH BROAD AVE.
ASHEVILLE, NORTH CAROLINA 28801

ASHEVILLE HOUSING AUTHORITY JOB DESCRIPTION

JOB TITLE: WEB DEVELOPER AND TECHNOLOGY MANAGER

GENERAL STATEMENT OF JOB

It is the intent of the President and CEO of the Housing Authority of the City of Asheville (HACA) to create a modern and innovative organizational infrastructure. A modern website and comprehensive communications strategy using current media platforms is vital to achieve this goal. HACA is seeking a unique and creative professional to join our team to lead this sea-change.

The Web Developer and Technology Manager (Technology Manager) is a new position with the Housing Authority of the City of Asheville Housing Authority. The ideal candidate for this position is best described as highly motivated, innovative, and skilled in website development, social media campaign design and launch, re-branding and general information technology project management. The Technology Manager will report directly to the President and CEO.

The highest priority tasks assigned to this Technology Manager will be to re-brand the agency, design and launch a new website, implement an integrated social media campaign, create a highly functional resident information portal. In addition, the CITM will work collaboratively with our Information Technology contractor to assess, and update the new internal IT system to include implementing Microsoft 365, SharePoint, and an online rent payment portal.

The ideal candidate will have the ability to exercise good judgment in a variety of situations, with strong written and verbal communication, project management, and organizational skills, and the ability to maintain a realistic balance among multiple priorities. The Technology Manager must be able to work independently and have excellent project management skills, have the ability to take a project from conception to completion, the ability to work under pressure at times and handle a wide variety of activities and confidential matters with discretion.

To apply, please submit a cover letter and resume via email to mpierre@haca.org, via USPS mail or by hand delivery to the Housing Authority of the City of Asheville - Central Office (165 S. French Broad Ave., Asheville, NC 28801). Applications may be obtained on the HACA website at www.haca.org, or by contact Ms. LaFredia Morris at (828) 258-1222 for an application. Applications will be accepted until this position is filled, and applications received may be used to fill more than one position according to skill and experience. The Housing Authority is an equal opportunity employer.

SPECIFIC ROLES AND RESPONSIBILITIES

Website

- Design, implement and maintain HACA website and software applications
- Monitor website traffic, troubleshoot problems
- Ensure the continuous functionality of the website and update regularly

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- Design, write, and edit website content.
- Create Well-designed test code using best practices for web development, including for responsive design and mobile display.
- Understand UI, cross-browser compatibility, and general web functions and standards.
- Create solutions for identified problems or bugs.
- Develop and validates test routines to ensure the quality of the external and internal interface.
- Communicate with colleagues, managers, and stakeholders daily.
- Execute assignments with the use of web applications, scripts, and programming languages

Social Media

- Create new branding campaign including imagery, messaging and nomenclature.
- Design and implement a content and social media campaign aligned with the mission and vision of the HACA
- Establish metrics, capture and evaluate analytics to measure performance and effectiveness of the strategy
- Create, curate and manage social media content, including text, audio, visual and multimedia formats.
- Monitor social media trends, including developments in design, applications, strategy and innovation to stay relevant and effective.
- Create a consolidated social media plan and launch on multiple platforms
- Explore and implement informational content using creative videos, memes, trending news, housing industry and HUD related content, interviews, etc.

Skills

- Extensive knowledge of web applications, programming languages, and web services — including but not limited to API, CSS, CSS3, cross-browser compatibility, HTML, HTML5, JavaScript, jQuery, PHP, security principles, REST, SOAP, and web user interface design
- Proficiency with content management systems, including WordPress and Drupal
- Experience with Windows and Linux environments

General Competencies

- Ability to write and edit content
- Creative problem-solving skills
- Strong organizational skills and project management experience
- Ability to work and thrive in a fast-paced environment
- Hands-on experience with network diagnostics
- Commitment to affordable workforce housing, knowledge of public housing, diversity, equity, inclusion and economic uplift for marginalized community members.
- Strong organizational skills that reflect ability to perform and prioritize multiple tasks seamlessly with excellent attention to detail.
- Demonstrated proactive approaches to problem-solving with strong decision-making capability.
- Maintains a pleasant demeanor and balanced temperament with a high level of emotional maturity.

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- Highly resourceful team-player, with the ability to also be extremely effective independently.
- Proven ability to handle confidential information with discretion, be adaptable to various competing demands, and demonstrate the highest level of customer/client service and response.
- Demonstrated ability to achieve high performance goals and meet deadlines in a fast-paced environment.
- Progressive forward-looking thinker, who actively seeks opportunities and proposes solutions.

Education and Experience Requirements

- Bachelor's degree in web design, multimedia design, or related computer science field from an accredited four-year institution
- Experience in implementing web development workflows and operations using a variety of tools
- Strong work tenure: minimum of seven years of experience developing websites, social media branding and project implementation.

ADDITIONAL JOB FUNCTIONS

Performs other related work as assigned. The above duties are intended to describe the general content of and requirements for the performance of this job. It is not intended to be construed as an exhaustive statement of essential functions, responsibilities or requirements.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Must be able to operate a variety of office machinery and equipment including typewriters, computers, facsimile machines, calculators, printers, etc. Must be able to move objects of up to 20 pounds occasionally, and/or up to 5-10 pounds frequently, and/or a negligible amount constantly. Physical demand requirements are in excess of those for Sedentary Work. Light Work usually requires walking or standing to a significant degree. However, if the use of arm and/or leg controls requires movement of objects of greater than that for Sedentary Work and the worker sits most of the time, the job is rated for Light Work.

Interpersonal Communication: Requires the ability to communicate to people to convey or exchange information. Includes receiving instructions, assignments or directions from superiors.

Language Ability: Requires the ability to read a variety of reports, correspondence, forms, requisitions, documents, etc. Requires the ability to prepare correspondence, reports, forms, etc., using prescribed formats and conforming to all rules of punctuation, grammar, diction, and style. Requires the ability to communicate with poise, control and confidence.

Verbal Aptitude: Requires the ability to record and deliver information, to explain procedures, to follow oral and written instructions. Must be able to communicate effectively and efficiently in Standard English.

Numerical Aptitude: Requires the ability to utilize mathematical formulas; to add and subtract;

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multiply and divide; utilize decimals and percentages.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width and shape.

Color Discrimination: Does not require the ability to differentiate between colors and shades of color.

Interpersonal Temperament: Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress and when confronted with persons acting under stress.

Physical Communication: Must be able to verbalize clearly utilizing phones, person to person, and in public settings.

KNOWLEDGE, SKILLS AND ABILITIES

- Considerable knowledge of modern office practices and procedures
- Considerable knowledge of arithmetic, spelling, grammar, punctuation and vocabulary
- General knowledge of professional workplace rules, regulations, policies and procedures, and the ability to interpret them
- Skilled in organizing workflow and coordinating activities
- Ability to analyze and interpret policy and procedural guidelines and to resolve problems and questions
- Ability to research program documents and narrative materials, and to compile reports from information gathered
- Ability to make routine administrative decisions independently in accordance with laws, regulations, and Authority policies and procedures, and to solve problems and answer questions
- Ability to communicate effectively orally and in writing
- Ability to establish and maintain effective working relationships as necessitated by work assignments