



## City of Irving Job Description

### CVB Technology Director

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<b>FLSA Status:</b>	EXEMPT	<b>Job Department:</b>	Irving Convention & Visitors Bureau (ICVB)
<b>Job Code:</b>	11391	<b>Reports To (Job Title):</b>	Assistant Executive Director - Finance & Administration

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#### PURPOSE

To manage the Irving Convention and Visitors Bureau (ICVB) Information Technology (IT) activities, which includes directing Managed Services Provider personnel and development and administration of the IT budget. To provide policies and procedures that set the direction of information technology within the Irving Convention Center and Bureau. This position provides vision, oversight, planning, direction, implementation logistics and support, monitoring, and maintenance of the Irving CVB IT systems; specifically, these systems include but are not limited to the CRM system, for which this position must ensure the confidentiality, integrity and availability of data. The ICVB resides on a completely separate network and uses database software programs and systems separate from the City of Irving's network and databases.

#### ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.\*

##### **Duties related to Management, which include but are not limited to:**

- Provide management and technical direction to the ICVB and Convention Center to implement technical goals and management objectives.
- Establish the policies for standardization of all computer hardware and software.
- Assign to and monitor projects and work tasks directed to Managed Services Provider.
- Provide technical support for end users.
- Research technology improvements and related costs and provide recommendations regarding efficiency and upgrades for assigned area.
- Develop and deliver presentations on supported systems, as requested.
- Direct and support implementation of software and hardware upgrades.
- Identify and recommend modern technology solutions that can be implemented.
- Research and evaluates new products to keep up with the latest technology innovations.
- Collaborate with information engineers to solve business challenges.
- Assist in the preparation of IT department budgets, goals, policies, procedures, and methods.
- Develop and manage departmental budget, which includes maintaining long-term funding within Computer Replacement Fund.
- Assign and monitor projects and work packages.
- Provide internal and external customer and network support, including after hours and on weekends frequently.

**Duties related to System Development, which include but are not limited to:**

- Evaluate new technologies for use within the Convention Center and ICVB's information systems.
- Participate in system design including networking, security, and database development.
- Direct the management, strategy and execution of IT infrastructure for the ICVB.
- Plan and install new and upgraded system servers, routers and switches, etc.
- Install and (re-)configure computer network hardware and network/communications software.
- Design and maintain the wireless, local area network, storage area network, and internet systems.
- Design system and network segments.
- Work with hardware and software vendors on installation, project coordination, maintenance, and emergency response.
- Maintain and establish guidelines for system and network backups.

**Duties related to Hardware and Software Services, which include but are not limited to:**

- Analyze system malfunctions or technical problems and direct appropriate solutions to ensure continuity of business operations.
- Budget for long-term repair and replacement needs through Computer Replacement Fund management.
- Oversee the operation of servers and network systems.
- Providing reports to senior management regarding network system performance, utilization and compliance as required.
- Manage all telephone communication services including telephony technology, voice over IP, cell phones, wireless, and various other systems.
- Administer network installation and updates of production software.

**Duties related to CRM, which include but are not limited to:**

- Direct, plan, organize, coordinate, provide training for, and implement functions and activities, including additions, deletions and major modifications to the industry-specific customer relationship management (CRM) software.
- Serve as CRM Administrator; Develop, customize, deploy, provide training for, and support all CRM software applications and their use internally by ICVB and ICC staff, as well as externally to Irving's 70+ hotels (and other industry suppliers/partners) via the partner Extranet which allows the hotels and industry providers to communicate directly with ICVB in responding to leads and RFPs.
- Provide guidance for database design and applications development.
- Coordinate database changes with other divisions to determine impact to other systems and minimize system disruption.
- Manage accuracy and conflicts within the database; Troubleshoot database and software problems, then makes necessary changes to correct errors with minimal disruption to users.
- Develop custom reports for various departments.
- Coordinate information related to CRM with hotels for training and new upgrades.

**Duties related to VPN, IT Security, and Disaster Recovery, which include but are not limited to:**

- Plan and support connection to the City VPN environment and the Irving CVB environment.
- Implement security and cyber-security measures with strategic solutions to ensure integrity and safety of systems; Identify security vulnerabilities and eliminate them by taking appropriate action.
- Maintain, upgrade, and support firewall.
- Take responsibility for disaster recovery planning and implementation.

**OTHER DUTIES AND RESPONSIBILITIES**

- Perform related duties as assigned.

## **SUPERVISORY RESPONSIBILITIES**

Functional and Technical Supervision - Regular responsibility for giving direction and guidance to employees as a lead worker, project manager or internal advisor. As an ongoing part of the position, the employee can expect to supervise approximately 20-25 employees.

## **FINANCIAL / BUDGETARY RESPONSIBILITY**

Develop, administer, monitor and coordinate budget for the Information Technology segment of the department, with fiscal year budgetary responsibility of approximately \$250 - \$500 thousand dollars.

## **QUALIFICATIONS:**

The requirements listed below are representative of the knowledge, skill, and/or ability required.\*

### **EDUCATION**

- Equivalent to a Bachelor's degree from an accredited college or university with major course work in Information Systems or a closely related field.

### **EXPERIENCE**

- At least seven (7) years of increasingly responsible related experience, with four (4) years of administrative and supervisory experience, is required.
- Experience and familiarity with the Simpleview CRM system is *preferred*.

### **CERTIFICATES, LICENSES, REGISTRATIONS**

- Appropriate, valid, state-issued driver's license, or ability to obtain upon hire, may be required.
- Appropriate hardware and software certifications are desired.

### **KNOWLEDGE OF**

- Advanced Math: Mathematical calculations including algorithms, differential equations, statistics, and calculus.
- Administration and Management: Principles and processes involved in business and organizational planning, coordination, and execution. This includes strategic planning, resource allocation, leadership techniques and production methods.
- Programming Methodology: Necessary computer languages, basic principles, formulas, syntax, and documentation practices.
- Customer Service: Principles and processes for providing customer and personal services including a desire to help customers regardless of their circumstance.
- English Language: The structure and content of the English language, including the meaning of words and grammar.
- Office Software: current word processing, presentation, spreadsheet, and database programs used by the City; particularly, the MS Office Suite and Adobe DC.
- Industry Software: Sufficient familiarity with technology to use a variety of specialized industry software programs, such as Simpleview, Banner, MinuteTraq, and Adobe Creative Suite.

## SKILLS AND ABILITIES IN

- Accuracy: Paying attention to detail in dealing with numbers, words, and ideas.
- Active Learning: Working with new material or information to grasp its implications.
- Active Listening: Listening to what others are saying and asking questions as appropriate.
- Rapid-Response Analysis: Assessing situations quickly and effectively to minimize system downtimes.
- Budgeting Management: Developing plans and budgets; comparing them against actual activity.
- Business Acumen: Understanding how all aspects of the business are managed to collaborate effectively with others.
- Written and Oral Expression: Communicating information and ideas in writing, as well as through speech, so others will understand.
- Complex Problem Solving: Identifying problems and reviewing related information to develop and evaluate options and implement solutions.
- Cooperation: Establishing and maintaining positive working relationships with those contacted during work.
- Critical Thinking: Using logic and analysis to identify the strengths and weaknesses of different approaches.
- Database Development: Programming the indexing, storing, and retrieving of documents.
- Organizational Decision-Making: Analyzing the relevant data and considering the risks involved before signing off on a purchase or action. This is especially relevant for break/fix situations, change control and planning for the future.
- Deductive Reasoning: Applying general rules to specific problems to come up with logical answers. This involves deciding if an answer makes sense or provides a logical explanation for why a series of seemingly unrelated events occur together.
- Functional Supervision: Motivating, developing, and directing people as they work.
- Information Organization: Finding ways to structure or classify multiple pieces of information.
- Interactive Presentation: Effectively presenting information and responding to questions from groups of managers, clients, customers, and the general public.
- Maintaining Current Knowledge: Reading, analyzing, and interpreting general business periodicals, professional journals, technical procedures, or governmental regulations.
- Management of Material Resources: Obtaining and seeing to the appropriate use of equipment, facilities, and materials needed to do certain work.
- Negotiation: Bringing others together to reconcile differences.
- Operations Analysis: Analyzing needs and product requirements to create a design.
- Reading Comprehension: Understanding written sentences and paragraphs in work documents.
- Service Orientation: Actively looking for ways to help people.
- Social Perceptiveness: Being aware of the reactions of others and understanding why they react the way they do.
- Speech Recognition: Identifying and understanding the speech of another person.
- System Evaluation: Identifying measures or indicators of system performance and the actions.
- System Perception: Discerning when important changes have occurred or likely will in a system.
- Systems Analysis: Determining how a system should work and how changes in conditions, operations, and the environment will affect outcomes.
- Technical Reasoning: Interpreting an extensive variety of technical instructions in mathematical or diagram form.
- Teaching: Conveying new concepts and confirming comprehension by listener.
- Technical Aptitude: Changing / adapting to and understanding new technologies.

## **GUIDANCE RECEIVED**

### **General Standards**

A range of professional standards and methods guide completion of assignments and decisions made. Adherence to policy, City procedures and general supervisory direction is expected. Position incumbents are responsible for making recommendations about changes to methods, procedures and policies and helping to implement changes.

## **CONTACTS**

Internally, this position interacts daily with ICVB and ICC staff members on all levels, and frequently with others staff, primarily of the IT department. Externally, it frequently engages with ICC and hotel customers, Irving hoteliers, businesses, industry partners, board members, technical entities and business support centers.

## **EQUIPMENT AND PROPERTY**

This position utilizes computers, a tablet, smartphone, scanner, printers, copier, and phone systems, among other office machinery, and/or a vehicle. It also utilizes firewalls, switches, routers, servers, software, phone systems, wireless systems, ISP Equipment, UPS equipment, and miscellaneous technical equipment.

## **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.\*

A complete range of movement/activity is required in the position including but not limited to: balancing, carrying, climbing, crawling, grasping/handling/feeling, kneeling, lifting (up to 25 lbs.), listening, pulling or pushing, reaching, running, seeing, sitting, standing, stooping, talking, walking, etc. Additionally, driving or riding in a vehicle, and flying in an airplane may be required.

## **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.\*

The typical work environment is an environmentally-controlled business office with weekday hours in the range of 7 a.m. to 7 p.m., with the potential for earlier mornings, later evenings and weekends. There are occasions when, in order to perform your job, you may have to work in a confining space, dirty environment, extreme temperatures or weather conditions, air contamination (strong odors, smoke, etc.), improper illumination, noise, etc.

\* Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Note:** A class specification is a general listing of duties, responsibilities, knowledge, skills, and abilities required of an incumbent assigned to a particular class of work. There may be one or multiple positions assigned to a single classification; therefore, the class specification lists those work attributes that are common to every incumbent in the class.