



METROPOLITAN AREA PLANNING COUNCIL (MAPC)
invites applications for the position of:

Digital Services Manager

SALARY: Depends on Qualifications

OPENING DATE: 01/22/16

CLOSING DATE: Continuous

DESCRIPTION:

The Metropolitan Area Planning Council (MAPC) seeks a Digital Services Manager to lead the agency's work in the realm of web applications, online tools, and civic technology. This position will be charged with finding new and effective ways to use digital tools to enhance the quality of life in Metro Boston. We seek an individual who is innovative, mission driven, and committed to a more sustainable and equitable region.

The Digital Services Manager will work with an interdisciplinary team of planners, analysts, designers, and developers to define, document, and execute a long-term digital product strategy. You will oversee all stages of product development, deployment, and user engagement. You will also have the responsibility to establish a stronger role for MAPC in Boston's vibrant civic tech community, and the opportunity to engage with national colleagues working on similar issues through the Living Cities "Civic Tech and Data Collaborative" program. The Digital Services Group is a newly-defined team within Data Services, and you will be responsible for charting its course within the agency and the region.

This is not a technical role -- that is, you will not be expected to perform technical programming tasks on a daily basis. However, as the Digital Services manager, you will need to understand the core technologies that make the web work, and the components that comprise modern web applications. It is equally important that you have a strong understanding of the planning and policy context in which this work takes place, and the local, regional and state decisions that this work seeks to influence.

About MAPC

MAPC is the Regional Planning Agency (RPA) serving the people who live and work in metropolitan Boston. Our mission is to promote smart growth and regional collaboration. We are guided by *MetroFuture: Making a Greater Boston Region*, our regional policy plan for a more sustainable and equitable future, which was adopted in 2008. We work toward sound municipal management, sustainable land use, protection of natural resources, efficient and affordable transportation, a diverse housing stock, public safety, economic development, an informed public, and equity and opportunity among people of all backgrounds. MAPC's staff includes

approximately 75 full-time employees located in downtown Boston in a transit-accessible and bike-friendly office.

MAPC is a public agency, not an early-stage "work hard/play hard" startup. We aim for a sustainable approach, because civic technology needs to provide long-lasting, stable public services. We think the best path to our long-term success is by taking care of ourselves, our families, the residents we serve, and our fellow team members and colleagues. For more information about MAPC and *MetroFuture*, visit www.mapc.org/about-mapc and www.mapc.org/metrofuture.

About the Data Services Department

The Data Services Department is a team of 10+ planners, analysts, researchers, programmers, and IT professionals dedicated to using data and technology to support informed decision-making. We provide mapping and analytical services to support MAPC's local and regional planning activities, develop new datasets, conduct independent research, prepare population and land use forecasts, and serve as a resource for municipalities, state agencies, and community organizations.

Over the past ten years, Data Services has developed a robust program related to the development of websites and custom web applications for the collection and dissemination of data and information. We now manage a diverse family of targeted applications and data portals led by our flagship site the MetroBoston DataCommon. The growing importance of this work led us to create a Digital Services group dedicated to strategically expanding and improving our practice in a financially and technically sustainable way.

This position will offer you many opportunities to build relationships with numerous civic technology partners, and to build new connections and cultivate new partnerships. You will also have professional development opportunities, including the chance to gain significant facilitation and leadership skills.

Our team highly values co-creation and facilitation. Instead of imposing vision from the top down, we work together to establish and maintain the vision for a product. We trust each other to do high-quality work, and acknowledge that we have lives outside of the office.

EXAMPLES OF DUTIES:

- Facilitate, document, and maintain an overall product strategy that meets the needs of MAPC, the Data Services Department, and the public in the Metro Boston region. Ensure the stability, sustainability, and continual improvement of MAPC's digital products and tools.
- Manage a staff of 3 (or more, eventually) programmers in the Digital Services Group and draw on the expertise of other Data Services staff as necessary.
- Ensure the sustained funding of the Digital Services Group through successful resource development, including both grant funding and fee-for-service contracts.
- Oversee the execution of individual Digital Services projects, including responsibility for product specifications, content development, budgeting, reporting, documentation, and client relationships.
- Coordinate human-centered design processes involving team members, clients, and

- users; document and synthesize results of user engagement such as focus groups, user testing, surveys, and site analytics.
- Establish and implement plans for ongoing maintenance and improvement of existing applications, including publicity and cultivation of a strong user community.
- Ensure the technical readiness of Digital Services Group team members and their infrastructure; identify and, in collaboration with staff, prioritize opportunities for professional development, training, and infrastructure upgrades.
- Foster relationships between MAPC and the civic technology community in Greater Boston and across the country; identify best practices, emerging trends, new technologies, and new approaches; find ways to apply those in MAPC's work.
- Support an inclusive, welcoming, diverse, and creative work environment.

TYPICAL QUALIFICATIONS:

- Demonstrated proficiency in technology project management. At minimum, three (3) years' experience in a managerial role, with at least one year in technology project management.
- Demonstrated ability to manage a team, to work in a collaborative setting, and to supervise the work of others in a supportive and engaging manner.
- Demonstrated experience building and maintaining inter-organizational partnerships.
- Demonstrated familiarity with and ability to speak about core modern web technologies.
 - *Examples: HTTP, REST, APIs, JSON, Webhooks, microservices, SQL / NoSQL*
- Excellent verbal and writing skills; demonstration of nuance and political acumen.
- Familiarity with product management software, especially its limitations.
- Demonstrated strategic and analytical capabilities, capacity for innovation, self-motivation, self-learning and goal-orientation.
- Bachelor's or Master's degree in planning, management, public policy, computer science, or related field strongly preferred.
- Understanding of critical planning issues facing U.S. metropolitan areas and familiarity with best practices and policies related to at least some of the following policy areas: housing, economic development, land use, transportation, climate resiliency, and municipal management.
- Strong commitment to addressing issues of social equity, sustainability, and good governance.

SUPPLEMENTAL INFORMATION:

This is a full time position. The starting salary ranges from \$70,000 to \$85,000, depending on qualifications and experience. MAPC offers excellent Massachusetts state employee benefits as well as a flexible, supportive, and family-friendly work environment. A review of applications will begin immediately. The position is open until filled. Interested candidates should submit a cover letter and resume. Those who are interviewed will be asked to submit three (3) references plus a writing sample or other relevant work product. Candidates must have legal

authorization to work in the USA and a valid driver's license and/or the ability to arrange transportation to meetings in different parts of the region.

MAPC is an EOE/AA employer
MAPC takes pride in the diversity of its workforce and encourages all qualified persons to apply.

APPLICATIONS MAY BE FILED ONLINE AT:
<http://www.mapc.org>

Position #DS-16-DSM
DIGITAL SERVICES MANAGER
AP

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