

CITY OF CHATTANOOGA

Classification Specification Title: Manager Digital Experience Platform

Department: Technology Services

Pay Grade: GS.13

Supervision Received From: Dir. Digital Experiences

FLSA Status: Exempt

Supervisory Responsibility For: Digital Experience Engineer,

Established: 7/1/25

Senior Digital Experience Engineer

Revision Date: 3/03/26

CLASSIFICATION SUMMARY:

Incumbents in this classification manage and support all facets of designated software, demanding a broad technical skillset encompassing application, server, storage, and network technologies. Responsibilities include administering intricate production and testing environments, providing system-level troubleshooting and guidance, general helpdesk support for city users, system maintenance, platform updates, application management, and user training.

SERIES LEVEL:

The Manager Digital Experience Platform is a stand-alone position.

ESSENTIAL FUNCTIONS:

(The following duties ARE NOT intended to serve as a comprehensive list of all duties performed by all employees in this classification, only a representative summary of the primary duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.)

Manages the entire lifecycle and operational excellence of assigned business applications, ensuring their optimal performance, reliability, security, and strategic alignment with organizational goals. Bridges the gap between technical infrastructure, business requirements, and end-user needs.

Manages platform configuration and optimization. Monitors and reviews platform performance. Designs and implements custom platform configurations as required. Designs and implements automation workflows. Understands and manages system integrations. Handles vendor and integration management.

Oversees user management. Manages user roles and permissions. Coordinates and prepares training material. Provides user training and support and engages application SMEs. Adds and manages users and provisions roles and data access. Builds custom roles and assists with custom reporting.

Manages all Service Requests for assigned software. Triage and manages support requests, including problem management and root cause analysis. Provides platform troubleshooting and support, including integrations.

Manages accounts and subscriptions; exports metric data; views account usage and provides reports. Monitors and communicates system performance metrics and resolves issues. Performs data analysis and reporting. Generates custom reports and analyzes data for insights.

Updates and implements user security and roles. Reviews and audits user accounts, permissions, and access rights. Aligns segregation of duties and security profiles. Ensures security and compliance with data privacy regulations.

Oversees change management strategy and policy. Works with internal staff, vendors, and software to communicate maintenance schedules, refresh schedules, and outages. Performs service-specific maintenance and administration tasks, including regular patching for performance, functionality or security improvements. Views and monitors service details and notifications. Reviews and verifies updates, enhancements, and testing.

Ensures overall system governance. Develops and enforces best practices for operations, compliance, and governance. Develops and enforces data governance policies, performs data audits. Creates and maintains process documentation and knowledge articles.

Stays updated on platform features, new capabilities, new technologies and other platform advancements. Provides input to the Director on recommended changes, updates for the platform.

Must meet regular attendance requirements.

Must be able to maintain good interpersonal relationships with staff, co-workers, managers and citizens.

Must accomplish the essential functions of the job, with or without reasonable accommodations, in a timely manner.

Performs other duties as assigned.

MINIMUM QUALIFICATIONS:

A Bachelor's Degree in Information Technology, Digital Marketing, Business, Management, or a related field is preferred with a minimum of five (5) years of progressive experience with

Customer Experience/Digital Experience and Engagement such as HubSpot, Adobe Experience Manager, Google Customer Engagement Suite and others in a medium-sized enterprise and at least three (3) years experience managing and administering digital experience technology platforms and leading enterprise scale organizational change management initiatives; any combination of equivalent experience and education.

LICENSES AND CERTIFICATIONS:

Valid Class D driver's license

ITIL Certifications preferred.

CompTIA Certifications (Infrastructure+, Networking+, Security+, DataSys+) preferred.

Project Management Professional (PMP)® or CompTIA Project+ preferred.

Google Cloud Generative AI Leader preferred.

HubSpot Certifications preferred.

Adobe Certifications preferred.

Six Sigma or Lean/SixSigma Green Belt preferred.

KNOWLEDGE AND SKILLS:

Knowledge of analytics, tag management systems, digital analytics, customer data management platforms and governance processes; understanding of customer experience principles and service delivery excellence; project management skills; government IT regulations, compliance standards, and public sector technology solutions; relevant legal and regulatory requirements related to data privacy and security; assigned software management and how assigned software acquires and manages resources

Ability to manage multiple projects and priorities effectively in dynamic environments; achieve objectives with significant autonomy; work in fast-paced environments and manage multiple priorities; work effectively under pressure

Skilled in communication for diverse internal and external stakeholders, including city departments, law enforcement, and vendors.; interpreting and developing organizational policies and procedures; producing metrics, reports, and status updates for internal and external stakeholders; problem-solving and decision-making abilities; organizational, along with the interpersonal and leadership abilities needed to manage application environments and platform responsibilities; ensuring strong attention to detail, and strong analytical, critical thinking, and decision-making.

PHYSICAL DEMANDS:

Positions in this class typically require: stooping, kneeling, crouching, reaching, standing, walking, pushing, pulling, lifting, climbing, fingering, grasping, feeling, talking, hearing, seeing and repetitive motions.

WORK ENVIRONMENT:

Medium Work: Exerting up-to 50 pounds of force occasionally, and/or up-to 20 pounds of force frequently, and/or up-to 10 pounds of force constantly to move objects. Incumbents may be subjected to electrical currents.

SPECIAL REQUIREMENTS:

Safety Sensitive: Y

Department of Transportation - CDL: N

Child Sensitive: N

The City of Chattanooga, Tennessee is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourage both prospective and current employees to discuss potential accommodations with the employer.