# Metrics Officer CM

FACTOR: Minimum Qualifications

1. From the descriptions below, select the letter that best describes your level of specialized experience.

A. To qualify for the GS-13 grade level I have one year of specialized experience equivalent to the GS-12 level in the Federal service, or comparable experience not gained through federal service. For this position, specialized experience is defined as providing consultation, review, and analysis of usability/user interface projects under development by internal and external organizations. Such experience may include: utilizing existing and emerging Web metrics processes, procedures, and tools in order to identify user audiences; assess user requirements, needs and satisfaction levels; and design and conduct metrics at various stages of development process; analyzing results of tests and make recommendations to improve design and function; and, create, promote and support a corporate standard for Web metrics excellence; and/or preparing and publishing effective and usable editorial, image and video materials and maintaining quality control over content; and advising authors on best practices in web publishing in accordance with user centered design principles.  
  
B. My experience does not meet the requirements listed above.

**FACTOR: Knowledge of writing for the web and content management practices in an enterprise environment**

INSTRUCTIONS: In this part, you will respond to questions about experience you have had that are related to the requirements of the job for which you are applying. Carefully review the level of descriptions listed below. For each statement, select the ONE response description that best describes your experience and record your selection.

A- I have not had education, training or experience in performing this task.  
B- I have had education or training in performing the task, but have not yet performed it on the job.  
C- I have performed this task on the job. My work on this task was monitored closely by a supervisor or senior manager to ensure compliance with proper procedures.  
D- I have performed this task as a regular part of a job. I have performed it independently and normally without review by a supervisor or senior manager.  
E- I am considered an expert in performing this task. I have supervised performance of this task, or am normally the person who is consulted by other workers to assist them in doing this task because of my expertise.

2. Coordinates the planning, drafting, editing, approving and publication of web content to an enterprise level website

3. Maintains quality control across the site (links, photos, functionality, content) including review of content prior to publication to ensure compliance with 508, W3C and organization's standards and regulations.

4. Coordinates content approvals with subject matter experts and web content managers to ensure that objectives are met and a high degree of effectiveness is maintained.

5. Advises agency authors and their supervisors on how best to develop and present material that is highly effective, useable, and useful.

6. Assists with editing all content for the web in accordance with strategic communication goals and best practices in user centered design

7. Applies knowledge of basic html and cascading style sheets

8. Edits documents and files using photoshop and acrobat professional

9. Edits content using flash, video and audio editing software, blogging technology or other web applications.

10. Utilizes knowledge of content management systems

**FACTOR: Knowledge of project management relevant to a web metrics program.**

11. Utilizes 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 a web metrics program at various stages of development process; and analyze results of tests and make recommendations to improve design and function

12. Creates, promotes and supports a corporate standard for Web metrics excellence

13. Develops plans, policies, functions, goals and procedures for an enterprise level web metrics program

14. Utilizes project management principles, methods and practices in order to address and manage a diverse array of analytical issues and projects.

15. Conducts research to identify technologies to further the goals of the web analytics program for customer relationship management, web analytics, performance management and usability, evaluates alternatives and recommends potential systems components to support this analytical process.

**FACTOR: Knowledge of the practice of web metrics**

16. Designs and conduct usability tests to ensure that key user interfaces undergo usability testing prior to release.

17. Provides comprehensive support in the area of Web analytics, including providing key performance indicators and dashboard for briefing executives and project staff on analytics data from the Google Analytics platform or a similar analytics platform.

18. Reviews and analyzes user satisfaction reports to identify actionable data, adjust survey questions as needed and recommend improvements on the website to impact user satisfaction.

19. Provides measures on search performance and make recommendations for improvements and best practices on search engine optimization.

20. Develops and report measures for progress toward business goals, such as metrics to assess improvements to customer service and to quantify cost avoidance.

**FACTOR: Ability to communicate orally and in writing.**

21. Conducts and analyzes routine collections of customer statistical data for the web site metrics program, develops data aggregation or data dashboard presentations of the findings, and implements systems for summarizing and communicating findings to senior management.

22. Synthesizes large volumes of complex information and present it to senior management in a clear, concise and compelling manner that communicates the relationship between metrics data from the web metrics program and actionable recommendations to improve design and function of an enterprise level website.

23. Prepares executive briefings, summaries, reports, and recommendations on a variety of web metrics topics reflecting complex viewpoints and considerations of senior management.

24. Communicates findings, recommendations, resources and guidelines to other relevant staff via regular meetings, presentations, listservs, and other appropriate means.

25. Negotiates to obtain understanding or acceptance of policies among an audience opposed or indifferent to them, including high-level officials, their representatives and staff.