REASON FOR THIS POSITION			POSITION DESCRIPTION COVER SHEET		

1. NEW	2. IDENTICAL ADDITION TO THE ESTABLISHED PD NUMBER (8)	3. REPLACES PD NUMBER (8)
X	☐	☐

RECOMMENDED

4. TITLE	5. PAY PLAN (2)	6. SERIES (4)	7. GRADE (2)
Management Analyst	GS	343	13

8. WORKING TITLE (Optional)	9. INCUMBENT (Optional)

OFFICIAL

10. TITLE
Management Analyst

11. PP (2)	12. SERIES (4)	13. FUNC.(2)	14. GRADE(2)	15. DATE (mm/dd/yyyy)	16. I/A	17. CLASSIFIER (Name)
GS	343		13	06/17/2004	☐ yes ☐ No	M.D. Thrash

18. ORGANIZATIONAL STRUCTURE (Agency/Bureau)

1st U.S. Department of Housing and Urban Development	5th Office of Information Services and Communication
2nd Office of the AS for Fair Housing and Equal Opportunity	6th
3rd General Deputy Assistant Secretary	7th
4th Office of the DAS for Operations and Management	8th

SUPERVISOR'S CERTIFICATION

I certify that this is an accurate statement of the major duties and responsibilities of the position and its organizational relationships and that the position is necessary to carry out Government functions for which I am responsible. This certification is made with the knowledge that this information is to be used for statutory purposes relating to appointment and payment of public funds and that false or misleading statements may constitute violations of such statute or their implementing regulations.

19. SUPERVISOR'S SIGNATURE	20. DATE (mm/dd/yyyy) 2-18-04	22. SECOND LEVEL SUPERVISOR'S SIGNATURE	23. DATE (mm/dd/yyyy)
21. SUPERVISOR'S NAME Albert W, Mundy		24. SECOND LEVEL SUPERVISOR'S NAME Karen A. Newton	
21a. SUPERVISOR'S TITLE Director, Office of Information Services and Communications		24a. SECOND LEVEL SUPERVISOR'S TITLE Deputy Assistant Secretary for Operations and Management	

FACTOR EVALUATION SYSTEM

FACTOR	25. FLD/BMK	26. POINTS	FACTOR	25. FLD/BMK	26. POINTS
1. Knowledge Required	1-8	1550	6. Personal Contacts		
2. Supervisory Controls	2-5	650	7. Purpose of Contacts	3C	180
3. Guidelines	3-4	450	8. Physical Demands	8-1	5
4. Complexity	4-4	225	9. Work Environment	9-1	5
5. Scope and Effect	5-4	225		TOTAL POINTS	3290
				GRADE	GS-13

CLASSIFICATION CERTIFICATION

I certify that this position has been classified as required by Title 5, U.S. Code, in conformance with standards published by the OPM or, if no published standard applies directly, consistently with most applicable published standards.

29. SIGNATURE Marlene Thrash	30. DATE (mm/dd/yyyy) 8/20/2004
31. NAME Marlene Thrash	31a. TITLE Human Resources Specialist

32. REMARKS FFLSA (Exempt) FPL (GS-13) Ref OPM PCS for 343 OPM JFS for 2200; Admin Anal Gr. Eval Gui	33. OPM CERTIFICATION NUMBER

Form AD-332 (Revised 4/86)

MASTER RECORD / INDIVIDUAL POSITION DATA
THIS SIDE TO BE COMPLETED BY THE CLASSIFIER

A. KEY DATA

1. FUNCTION (1)	2. DEPT. CD./AGCY-BUR-CD. (4)	3. SON (4)	4. MR. No. (6)	5. GRADE (2)	6. IP NUMBER (8)
A A/C/D/I/R	HU83	4400		13	

B. MASTER RECORD

1. PAY PLAN (2)	2. OCC. SER. (4)	3. OCC. FUNC. CD (2)	4. OFF. TITLE CD (6)	5. OFF. TITLE (38)
GS	343			Management Analyst

6. HQ. FLD. CD (1)	7. SUP. CD. (1)	8. CLASS. STD. CD. (1)	9. INTERDIS. CD (1)	10. DATE CLASS (mm/dd/yyyy)
1 = HQ 1 2 = FLD	1 = Sup. SGEG 5 = Mgmt. CSRA 8 3 = Mgr. SGEG 6 = Leader LGEG 4 = Sup. CSRA 8 = All Others	X = New Std. Applied Blank = NA	N = No Y = Interdis.	06/17/2004

11. EARLY RET. CD. (1)	12. INACT/ACT (1)	13. DATE ABOL. (mm/dd/yyyy)	14. DATE INACT/REACT (mm/dd/yyyy)	15. AGCY. USE (10)
1 = Primary 3 = Foreign Svc. 2 = Secondary Blank = NA	1 = Inactive A = Active			

16. INTERDIS. SER. (40)

(4)	(4)	(4)	(4)	(4)	(4)	(4)	(4)	(4)	(4)

17. INTERDIS. TITLE CD. (50)

(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)

C. INDIVIDUAL POSITION

1. FLSA CD. (1)	2. FIN. DIS. REQ. (2)	3. POS. SCHED. (1)	4. POS. SENS (3)	5. COMP. LVL. (4)
E E = Exempt N = Nonexempt	0 = None 3 = SF278 1 = CD219 4 = AD392 2 = CD220 5 = SF849	A = Sched A O = Excepted but B = Sched B not A, B, C C = Sched C	IN 0 = Nonsensitive 1 = Noncritical 2 = Critical Sensitive	9999

6. WK. TITLE CD. (4)	7. WK. TITLE (38)

8. ORG.STR. CD. (18) (example "83 - 07 - 01 - 0200 - 08 - 19 - 00 - 00")

9. VAC. REV. CD. (1)
0 = Position Action   B = Lower Grade   D = Different title and/or No Vacancy   C = Higher Grade   Series A = No Change   E = New Position/New FTE

1st	2nd	3rd	4th	5th	6th	7th	8th

10. TARGET GC. (2)	11. LANG. REQ. (2)	12. PROJ. DTY IND. (1) Blank = NA Y = Yes	13. DUTY STATION (9) State (2) / City (4) / County (3)	14. BUS. CD. (4)	15. DATE LAST AUDIT. (mm/dd/yyyy)	16. PAS. IND. (1) Blank = NA 1 = PAS	17. DATE EST. (mm/dd/yyyy)
							06/17/2004

18. GD. BASIS. IND. (1)	19. DATE REQ.REC. (mm/dd/yyyy)	20. NTE. DATE (mm/dd/yyyy)	21. POS. ST. BUD (1)
1 = Rev. when vacant 4 = Sup./Program 7 = Equipment Development Guide 2 = Impact of Person 5 = RGEG 8 = Agency Use 3 = Sup/SGEG 6 = Policy Analysis GEG 9 = Agency Use ALPHAS = Agency Use			Y Y = Perm N = Other

22. MAINT.REV./CLASS.ACT.CD. (2) (1st Digit = Activity and 2nd Digit = Results)

	Normal Act	Maintenance Review Act		Results			
3	1 = Desk Audit 2 = Sup. Audit 3 = Paper Rev. 4 = PME/Activity Rev.	5 = Desk Audit 6 = Sup. Audit 7 = Paper Rev. 8 = Panel Rev.	3	1 = No Action Req. 2 = Minor PD Change 3 = New PD Req. 4 = Title Change	5 = Series Change 6 = Pos. Upgrade 7 = Pos. Downgrade 8 = New Pos.	9 = Other	

23. DATE EMP. ASGN. (mm/dd/yyyy)	24. DATE ABOL. (mm/dd/yyyy)	25. INACT/ACT (1) 1 = Inact. 2 = Act.	26.DATE INACT/ACT (mm/dd/yyyy)	27. ACCTG. STAT. (4)	28. INT. ASGN.SER. (4)	29. AGCY USE (8)

30. CLASSIFIER'S SIGNATURE	31. DATE (mm/dd/yyyy)

32. REMARKS

Form AD-332 (Revised 4/86)

Management Analyst, GS-343-13

INTRODUCTION

Web management at HUD is a responsibility of HUD's Deputy Secretary, who is the Chief Operating Official of the Department. The Deputy Secretary issues the Department's web policies and strategic plans. This position is located in the Information and Communication Division, Office of Management Information Services and Communications within the Office of the Deputy Assistant Secretary for Operations and Management, Office of Fair Housing and Equal Opportunity (FHEO) and primarily responsible for all activities related the FHEO's presence on the Departmental Intranet as well as the Internet.

Web Managers, throughout the Department, are the front-line in web management at HUD. At the helm is the Departmental Web Team, which is led by two Departmental Web Managers - one for Headquarters Operations and one for Field Operations. Each Headquarters office has a Headquarters Web Manager; and each Region has a Field Web Manager. These organization Web Managers are responsible for implementing the Department's web strategies, policies, and procedures within their organizations, with the overall guidance and direction of the Departmental Web Team. The Headquarters and Field Web Managers work with their respective organization heads to develop and implement procedures within the organization to create and approve content, manage web generated e-mail, and carry out other web management responsibilities. Web Managers at HUD have six primary roles:

1. Consultant: Consult with managers to help them use the web to improve the way HUD does business and serves citizens;

2. Editor: Develop and organize the content of HUD's web products, ensuring that content reflects well on the Department;

3. Advocate: Reach out to audience groups (citizens, business partners, and HUD employees) to determine their needs, and act as an advocate to ensure that HUD addresses those needs through the web products;

4. Promoter: Market HUD's web products among the intended audiences;

5. Trainer: Train HUD staff to use the web products in appropriate ways; and

6. Visionary: Anticipate and look toward the future, analyzing and proposing new ways the Department might use the web to carry out its mission more efficiently and effectively.

Headquarters Web Managers work closely with their Assistant Secretaries and key staff to ensure that web materials reflect the directions and objectives of the Secretary, Deputy Secretary, and Assistant Secretary and that they abide by guidance on Departmental communications issued by the Assistant Secretary for Public Affairs. In major organizations, the Web Managers are assigned to these duties full-time. Assistant Secretaries must ensure that their Web Managers have the support and cooperation within the organization to be successful and that they carry out their duties in accordance with Departmental directions and objectives for the web.

The Departmental Web Manager for Headquarters Operations establishes procedures and provides guidance and training for the Headquarters Web Managers.

Major Duties and Responsibilities

Develop, coordinate, write, and edit content for the Department's web products. Research facts, analyze data, gather and synthesize information, ensuring that it is written in an appropriate style and tone for the audience it serves.

Maintain content so that it is current and accurate. Update, revise, or remove content in a timely manner.

Meet frequently with key managers to brief them on strategies and plans for HUD's web products, to analyze their needs, and to propose ways HUD's web products can address those needs.

Maintain awareness of ongoing Departmental policy and management initiatives, and suggest ideas and opportunities to link the web to major initiatives.

Serve as the point of contact within the organization for information and ideas regarding the web, and work with the Departmental Web Team to develop and implement new ideas.

Develop and implement a training program to ensure that HUD managers and staff can use the web effectively to do their work and that they are familiar with HUD's web sites, so they can help customers find the information and services they want and need.

Develop and manage a web marketing and outreach program for the organization to promote HUD's web-based information products with their intended audiences, including employees, HUD's partners, and citizens.

Reach out to audience groups to get feedback on HUD's web products and propose appropriate changes, based on that feedback.

Manage a system to respond to web-generated e-mail, ensuring that responses are timely and that they reflect well on the Department.

Work closely with the Departmental Web Team, identifying opportunities for improvements to HUD's web products and suggesting policies and procedures to promote the implementation of electronic government.

Be an active participant on the Departmental Web Team, identifying opportunities for improvements to HUD's web products and suggesting policies and procedures to promote the implementation of electronic government.

Knowledge Required by the Position

This position requires experience and expertise in project planning; in analysis of operations for the purpose of proposing innovative solutions to problems; and in organizing, writing, and editing information to make it meaningful to a wide array of audiences, including high level executives, private sector businesses, and the public. The incumbent must be capable of planning, organizing, and executing various functions in support of HUD's delivery of both public and employee information and services, via the web. The incumbent must possess the ability to manage workload, to develop efficient and effective processes that impact the entire organization, and to communicate with managers and staff at all levels and with the public.

Changing priorities place unusual demands on controlling workflow. The incumbent must be able to adjust plans and schedules to respond to crisis situations and to withstand pressure attributable to meeting the changing needs of Department executives.

The incumbent must be able to function both independently, to implement Department wide objectives and plans within the organization.

Supervisory Controls

The incumbent reports to the Director, Information Communications Division and receives overall policy guidance from the Departmental Web Team and administrative direction from the Director. The incumbent works with relative independence, planning, designing, scheduling and carrying out assignments applying Departmental objectives and guidance to the organization he/she serves. The incumbent exercises significant discretion and judgment in determining whether to broaden or narrow the scope of assignments. Results of work are considered technically correct and are normally accepted without significant change. When work is reviewed, the review is concerned with such matters as fulfillment of assignment objectives.

Guidelines

The incumbent follows Departmental policy and regulations, appropriate laws, and government wide policy and regulations when carrying out tasks, which are stated in broadly defined terms. The incumbent must use judgment, ingenuity, initiative in interpreting and applying the intent of provisions in the guides and regulations and in the

development of applications to specific areas of work. Based on experience, the incumbent recommends changes to or adaptation of Departmental policies and procedures.

Complexity

The incumbent develops and implements procedures and coordinates a range of activities within the organization, applying guidance and direction from the Departmental Web Team to his/her own organization. The incumbent analyzes the needs of the web audience and proposes strategies for innovations and solutions to correct deficiencies. The incumbent advises the Assistant Secretary and the Departmental Web Team on issues and recommends solutions based on experience and analysis.

Scope and Effect

The work involves identifying issues and resolving problems that affect the work of a number of offices within the organization. The incumbent must develop and coordinate work processes with managers and staff at various levels, throughout the organization, and must contribute to Department wide planning and implementation efforts.

Personal Contacts

The incumbent's work involves regular contacts with executives, managers and staff throughout the organization. The incumbent has frequent contact with members of the public - both private sector businesses and service agencies and with citizens at large. The incumbent also interacts with managers and staff from other government entities - federal, state, and local.

Purpose of Contacts

The purposes of interactions with HUD executives, managers and staff are to develop and implement plans for carrying out Departmental objectives to develop organizational strategies, in support of broad strategies identified by the Departmental Web Team. Contacts with the public involve responding to questions and comments, offering technical assistance, marketing HUD's web products, and gathering customer comments and feedback on HUD's web products. The purpose of interactions with other government entities is to develop and coordinate partnerships to achieve common goals.

Physical Demands

The work is mostly sedentary, with no special physical requirements.

Work Environment

The work is performed in a typical office setting. Some travel may be required, to solicit feedback from web audiences and conduct training sessions. The incumbent also will be going out of the office to public meetings and events, to do demonstrations and briefings about HUD's web products.