



DEPARTMENT OF MOTOR VEHICLES
POSITION DUTY STATEMENT

004-4621-001

ACTIVE

CURRENT
PROPOSED

Table with 4 columns: 1. DIVISION (Digital Services Division), 2. REGION OR BRANCH (Digital Channels Branch), 3. REPORTING UNIT NAME (Digital Channels Branch), 4. POSITION CITY (Sacramento (Statewide-CA) Remote Telework), 5. CLASSIFICATION TITLE (Program Manager), 6. WORKING TITLE (Vice President of Digital Channels), 7. POSITION NUMBER (004-4621-001), 8. PREVIOUS POSITION NUMBER, 9. CBID/BARGAINING UNIT (M01), 10. WORK WEEK GROUP, 11. TENURE (Permanent), 12. TIME BASE (Full Time)

13. CONFLICT OF INTEREST CLASSIFICATION (GOV. CODE 87300, ET SEQ.)? [X] Yes [] No
This position is designated under the Conflict of Interest Code. This position is responsible for making or participating in the making of governmental decisions that may potentially have a material effect on personal financial interests. The appointee is required to complete Form 700 within 30 days of appointment. Failure to comply with the Conflict of Interest Code requirements may void the appointment.

14. CPC ANALYST APPROVA C. Parks 15. DATE APPROVEI 12/7/2022

Effective on the date indicated, the following duties and responsibilities were assigned to the position identified above.

16. DIRECTION STATEMENT AND GENERAL DESCRIPTION OF DUTIES

Under the general direction of the Deputy Director, the Vice President of Digital Channels Branch (DCB) serves as the Chief over the following areas:

- The Business Online Services responsible for maintaining the department's web presence.
•The Publishing Section responsible for the production of all driver license and vehicle registration materials.
•The Translation Services Section responsible for in-house Spanish translation for digital and print media, and coordinates with outside vendors to provide translations for more than 32 additional languages.

17. ESSENTIAL/MARGINAL FUNCTIONS

Relative % of time required
(in descending order)

- 40% (E) Lead end-to-end product management to enable the delivery of modern no-touch internet and mobile services that meet the needs of users. Establish the environment necessary to operate as a high-performing cross-functional team in partnership with stakeholders. Develop and communicate strategies and roadmaps to achieve DMV objectives. Direct the administration, operation, maintenance, and enhancements to the DMV internet website and mobile service channel. Direct the administration, operation, maintenance, and enhancements to the DMV intranet website. Guide the coordination of web and mobile projects throughout the DMV enterprise and support team members by helping them clear any challenges they may encounter. Provide oversight to the Online Service Request program, ensuring that content is reviewed for alignment with the Plain Language Act and meets accessibility standards. Coordinate the review of responses to the Website Infrastructure Support emails. Oversee the development, tracking, and compiling of data analysis for daily, weekly, and monthly reports through transaction logs, Google analytics, and other sources to rapidly identify trends and improve success rates for applications and services. Lead the team to continuously improve the digital customer experience by developing and executing CX focused strategies that improve ease of use, widen share of digital adoption and increase digital channel satisfaction scores.
25% (E) Help build a cohesive team culture of alignment, trust, empowerment, and collective investment in the success of our products using growth mindset. Direct, plan and execute the



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preparation and distribution of driver license (DL) and vehicle registration (VR) information and titling for vehicles/vessels for the public and memorandums/manuals for DMV business partners, auto clubs, and occupational licensing. Lead the publication of procedures based on laws, rules, administrative regulations, and policies for inclusion in a variety of manuals, handbooks brochures and the DMV website. Collaborate with stakeholders to update and maintain the California Driver's Handbook. Oversee the compliance of the Bilingual Services Act for publications and web screens.

- 20% (E) Lead product management of the DMV NOW Self-Service Kiosks (SSK) portfolio and equivalent products and services to enable the delivery of services in retail locations that meet the needs of users. Develop and communicate strategies and roadmaps to achieve DMV objectives. Lead administrative management the service portfolio including contractual agreements with suppliers, retailers, and DMV divisions.
- 10% (M) Coordinate the biennial accessibility report for the DMV CIO. Act as the Data Resource Manager for Identity Management approves changes and employee access to reports to the database. Represent the department with other governmental agencies and industry groups. Coordinate departmental representatives to resolve differences in the interpretation of various laws and policies for development of publications for the department's web presence, vehicle registration and driver license programs. Participate as one of the division's liaisons to the American Association of Motor Vehicle Administrators.
- 5% (M) Share knowledge, techniques, tools, patterns, and expert advice with colleagues, partners, and the public. Direct the renewal of contracts and ensures invoices are paid, tracked, and encumbrances are monitored. Responsible for the annual renewal of software licenses; website font, plugins and surveys and graphics.



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18. SUPERVISION RECEIVED

The Vice President of Digital Channels will report directly to the Deputy Director. This position is subject to a minimum of continuous direct supervision.

19. SUPERVISION EXERCISED AND STAFF NUMBERS

One (1) Manager V, one (1) Staff Services Manager II, one (1) Office Technician and one (1) Graphic Artist. Indirectly through subordinate managers supervise two (2) Manager IV's, two (2) Staff Services Manager I, eleven (11) Staff Services/Associate Governmental Program Analysts, and eleven (11) Manager IIIs.

20. WORKING CONDITIONS AND PHYSICAL REQUIREMENTS

Will be required to operate a personal computer terminal for an extended period of time to review, edit, prepare, and complete assignments. Will be required to set clear guidelines and expectation for immediate subordinates and provide the appropriate amount of structure, direction and feedback. Must be able to organize, prioritize, and execute assignments on short notice. Must be able to develop and maintain professional, cohesive, and cooperative working relationships with others. Must be able to maintain a high degree of organization.

21. SPECIAL REQUIREMENTS AND DESIRABLE QUALIFICATIONS

Fingerprint/Criminal Record Clearance required. Will be required to participate in the Employee Pull Notice Program. Well-developed leadership and communication skills; experience in personnel/fiscal management, EEO program.

22. PERSONAL CONTACTS

Will interact with the public, managers, peers, and other departmental employees in person, by telephone, e-mail, and mail, as needed. Interactions may be general, confidential, sensitive, or informative.