

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

FUNCTIONAL DUTIES Serves as Customer Relationship Management & Analytics Program Manager, in the Enterprise Business Innovation & Analytics (EBIA) Department of the Office of Technology (Office), Metropolitan Washington Airports Authority (Airports Authority). Executes and manages implementation of Customer Relationship Management (CRM) in Salesforce.com environment. Partners with the Enterprise Architecture (EA) team to understand the goals, processes, and technology requirements for developing CRM and information integration solutions in a Service Oriented Architecture (SOA) platform on a cloud infrastructure and works closely with developers on the EBIA team and other Office staff to deliver cross domain solutions. Performs related functions.

Through subordinate organization, staff and consultants, or personally, and in collaboration with the Director EBIA and other key staff throughout the Office:

--Manages the implementation of CRM and integration solutions using Agile methodology, development of continuous integration, test driven development, and Agile productivity tools. Leads project planning activities, requirement prioritization and resource allocation across all project tasks, technical designs, development, and delivery. Works to ensure that all work is completed according to scheduled plans and quality standards are met.

--Oversees design and development of enterprise data repository and integration solutions using Web Services, Extract / Transform / Load (ETL), Integration Platform as a Service (iPaaS) technologies. Designs and develops various Customer Relationship Management solutions in Salesforce.com platform using Service Cloud, Sales Cloud, and Marketing Cloud. Develops and manages applications and integrations of Salesforce sandboxes.

--Provides expert-level technical support in developing and customizing applications using Apex classes, VisualForce pages, Force.com, workflows, Application Programming Interface (API) and Web Services; migrating data from disparate sources into Salesforce environment and integrating data between web-based / SaaS / mobile systems using data integration tool such as Informatica; and testing, analyzing bug and crash reports, fixing problems, and optimizing performance demonstrating expert-level knowledge of Salesforce Web Services, middleware integration with Salesforce, JavaScript, XML, JSON, FTP, SOAP, REST Web Services, HTML5, CSS, JQuery, JQuery Mobile and Mobile Application Platform and their application to CRM and analytics.

--Ensures that the appropriate EA standards are adopted in the delivery of CRM and integration projects by contractors and vendors, including the usage of tools, platforms, methodologies, controls, and test plans to ensure efficiency, quality, and consistency with the finished product(s). Performs quality assurance reviews on contractor/vendor submitted artifacts and serves on peer review panels.

--Maintains the repository for source code. Ensures that all source code is reliably backed up and versioned to prevent disruption to the project team(s) work. Assists in the development of

guidelines and standards for in-house code development and ensures that any vendor supplied code conforms to the Office's standards for maintenance and enhancements.

--Communicates and interacts effectively with internal and external business contacts including, but not limited to, other members of the unit/team, other Airports Authority employees (such as managers, supervisors, professionals, and support staff), vendors/suppliers/tenants, and airport users.

--Uses a computer and (a) modern office suite software (such as MS Office) to communicate (email), plan, schedule, word process, prepare presentations and graphics, manipulate data (spreadsheets and databases), and perform or conduct research (Internet use); (b) enterprise system/software for time and attendance reporting, and other functions; and (c) special systems/software used in the Office.

--*Performs other duties as assigned or as determined on own initiative.*

MANAGERIAL AND SUPERVISORY DUTIES: In the context of area functions and operations, provides:

Organizational Planning Establishes goals. Develops program plans and milestones. Assigns priorities. Develops policies and procedures. Projects budget requirements and allocates available resources.

Program Direction Communicates organizational goals. Keeps employees and other managers informed. Develops and establishes review systems to assist in achieving goals and results. Reviews costs, manages fiscal resources and maintains control over assigned Airports Authority resources and assets.

Human Resource Management Selects, assigns and develops employees. Delegates and assigns work. Evaluates employee performance and administers human resource management programs established by the Airports Authority. Ensures the application of Equal Employment Opportunity (EEO) principles and adheres to EEO requirements.

Program Evaluation Reviews program quality and progress toward achieving goals on a periodic basis. Takes corrective actions to maintain work progress on schedule, improve employee performance or modify program goals or operations, as appropriate.

Critical features of this job are described under the headings below. They may be subject to change through reasonable accommodation or otherwise.

MINIMUM QUALIFICATIONS (MQs)

To be rated qualified for this job, an applicant must meet all of the MQs listed below at the time of vacancy announcement closure.

1. A Bachelor's Degree in Computer Science, Engineering, Management Information Systems, or a field providing a strong foundation for successful performance of the DUTIES in this job description, or an equivalent combination of education, experience and training that totals four years.
2. Seven years of progressively responsible experience in software development that includes substantive work in most of the DUTIES in this job description, including: (a) Salesforce project management and (b) development using Visualforce, APEX, and data integration tool(s).

Two years of the seven years must include integration solutions using Web Services, web Application Program Interface (API) management or Integration Platform as a Service (iPaaS) technologies.

A fully equivalent combination of education and training beyond what is needed to satisfy MQ 1 above may be substituted for up to two years of these seven years of experience. For example, a master's degree in any field that indicates the ability to successfully perform the DUTIES in this job description may be substituted for two years of experience.

1. Education, experience or training indicating the ability to perform successfully as a first level supervisor such as the ability to plan/assign/review work, deploy personnel, monitor work operations, obtain effective results and perform a full array of supervisory personnel functions.

PREFERRED QUALIFICATIONS

The qualifications listed below (if any) are preferred and may be considered in the selection process, but they are not required to be rated qualified for this job.

- 1.
2. Experience developing applications with knowledge of Salesforce App Cloud, Lightning, and Mobile Application Platforms.
3. Experience in data modelling, data warehouse, and data visualization.
4. Certification from Salesforce and/or Project Management Professional (PMP) or PMI Agile Certified Practitioner (PMI-ACP) from Project Management Institute.

KNOWLEDGE, SKILLS, ABILITIES AND OTHER FACTORS (KSAOs)

The following KSAOs are required for successful performance of this job and are a basis for rating and ranking applicants who are found to meet the MQs. *Local, Federal, airport industry or Airports Authority specific bodies of knowledge listed below may be acquired on the job, typically; ability to rapidly acquire them is required at the time of vacancy announcement closure.*

2. Knowledge of Airports Authority management functions, policies and procedures, including EEO principles and requirements, and knowledge of supervisory principles, altogether to manage the operations and programs of the unit/team and to perform supervisory functions.
3. Knowledge of business processes and IT project delivery methodologies, such as Software Development Life Cycle (SDLC), Agile methodology, the development of continuous integration, test driven development, Agile productivity tools and EA standards, to effectively develop customer relationship management (CRM) application solutions and contribute to the development of projects and enhancements/migrations.
4. Expert level knowledge of Salesforce.com platform of Service Cloud, Sales Cloud, and Marketing Cloud .
5. Expert level knowledge of: Apex classes, VisualForce pages, Force.com, workflows, Application Programming Interface (API) and Web Services to develop and customize applications.
6. Knowledge of: Salesforce object/data model to develop custom objects and junction objects.
7. Knowledge of: Cloud, SaaS, iPaaS, Mobile, database, Internet and Security technologies to integrate data between systems, applications and data warehouse using ETL tool such as Informatica Cloud to develop CRM solutions
8. Knowledge of: Salesforce Web Services, middleware integration with Salesforce, JavaScript, XML, JSON, FTP, SOAP, REST Web Services, HTML5, CSS, JQuery, JQuery Mobile and Mobile Application Platform to develop and customize applications in Salesforce platform.
9. Interpersonal skills to interact effectively with business contacts in a businesslike, customer service-oriented manner.
10. Skill in oral communication to understand verbal information (including instructions, descriptions, and ideas), and to express such information verbally so that others will understand. Examples include communicating with senior leadership, business stakeholders, and program and project managers regarding their CRM applications/needs and communicating those requirements with the Enterprise Architecture (EA) and the CRM teams.
11. Skill in written communication to understand written information (including instructions, descriptions, and ideas) and to express such information in writing so that others will understand. Examples include preparation of status reports and translating business requirements into executable sprint packages or technical design specifications.
12. Skill in using a computer and (a) modern office suite software (such as MS Office) to plan, schedule, communicate, word process, prepare and develop reports, and perform research (Internet use, as in searching for and keeping up with technology); (b) enterprise systems/software to collect, store, manage and interpret data from business activities; and (c)

specialty systems/software used in the Office for applications development and other software development functions.

RESPONSIBILITY Is responsible for executing and developing Airports Authority CRM and integration solutions. Work supports the strategic goals of the Airports Authority in terms of advancing customer engagement and e-Business opportunities for Airports Authority end-users, business stakeholders, vendors, and the traveling public.

Reports to the Director, Enterprise Business Innovation & Analytics (Supervisor) who provides broad objectives and policy guidance regarding recurring work and brief instructions and time frames for special projects. Most work is accomplished independently, but requires collaboration with colleagues, such as working with Office management, engineering personnel, and business teams. The incumbent collaborates with and keeps the Supervisor informed and typically elevates only highly sensitive issues for assistance in resolution. Work is typically reviewed in terms of quantity, quality, timeliness, customer service, teamwork adherence to guidelines, and other factors including specific performance management requirements.

Guidelines and references include but are not limited to, Office policies, procedures, and standards (e.g. Office of Technology Standards, Change Management Process, Root Cause Analysis Procedure, Technology Advisory Committee Project Submittal Procedure, Electronic Communications System Policy, and Enterprise Technology Management Policy, etc.); Information Technology Infrastructure Library (ITIL), PMO best practices, etc. The incumbent uses seasoned judgment to select and apply the most appropriate guideline(s) to develop CRM and integration solutions.

EFFORT The work is primarily sedentary and typically requires light physical effort as in opening/closing file drawers, lifting and carrying files, etc. Incumbent may sit for extended periods while performing desk work; moves about to obtain or distribute work materials, meet with people, etc. Regularly uses a computer to develop reports, analyze items and perform other tasks; operates other office equipment. Frequently exchanges information by telephone. Regularly reviews software manuals and regulations containing small print.

WORKING CONDITIONS Works primarily in an adequately lighted, ventilated and temperature controlled office and conference rooms. Is subject to job pressure from handling concurrent projects within the context of changing priorities, tight deadlines, conflicting user requirements/desires, etc.

OTHER SIGNIFICANT JOB ASPECTS None.