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Director, Digital Experience (Internal Hennepin County applicants only)



⚠ This listing closes on 12/1/2023 at 11:59 PM Central Time (US & Canada).

Employer	Hennepin County		
Salary	\$135,054.99 - \$199,871.10 Annually	Location ⓘ	Downtown Minneapolis
Job Type	Full-time	Remote Employment	Flexible/Hybrid
Job Number	23DIG998CAM20	Department	Digital Experience
Division	Digital Experience General	Opening Date	11/29/2023
Closing Date	12/1/2023 at 11:59 PM Central Time (US & Canada)		

[DESCRIPTION](#) [BENEFITS](#) [QUESTIONS](#)

Description

Hennepin County is seeking a Director of Digital Experience to lead the county's digital services and accessibility standards work focused on ensuring a consistent, equitable, and inclusive digital experience for Hennepin County residents. This position will oversee the digital and user experience teams and drive the established digital experience model supporting programming across the organization. This work focuses on meeting business and community needs through a consistent web presence, digital first options, and platforms and tools that are accessible and easy to navigate.

Location and hours:

This position is hybrid and will be performed both on-site at the Government Center at 300 South 6th Street, Minneapolis and remote as job duties require. Work hours will typically be Monday through Friday, 8 a.m. – 4:30 p.m. with flexibility. While this position is designated as hybrid, based on current requirements hires must reside in Minnesota or Wisconsin.

About the position type:

This position is full-time, benefit-earning and unclassified. Unclassified positions are non-permanent (at will) and are not subject to HR law/rules.

You must be a current [regular or probationary employee](#) of Hennepin County to apply for this position. Limited duration employees not eligible.

This position is internally classified as a Director.
Click [here](#) to view the job classification specification.

NOTE: You must attach a resume (PDF or Word) with your application materials to be considered for this position.

In this position, you will:

- Oversee teams and operations of 22 staff that manage, coordinate, and develop digital solutions for county web platforms and applications.
- Direct and manage implementation of the digital design system, accessibility policy, and other public web standards.
- Partner with internal stakeholders including IT, Communications and Outreach and Community Services, to create digital solutions that meet the needs of business and residents by designing around user needs, centering community voice and validating through iterative testing of tools and applications.
- Promote an inclusive culture that aligns with county core values of diversity, equity and inclusion.
- Champion high level initiatives aimed at improving the delivery of resident services with the goal of better outcomes.
- Provide leadership in coordinating efforts between County Administration and lines of business and advance cross-departmental initiatives to improve the service and/or create efficiencies.
- Develop recommendations for program changes, policy and legislation and effectively communicate such recommendations.

Need to have:

One of the following:

- Eleven or more years of management or administrative experience.
- Bachelor's degree or higher in a field related to the business and seven or more years of management or administrative experience.

And the ability to demonstrate the Director competencies:

- **Customer Focus** – Dedicated to meeting the expectations and requirements of current and potential customers; establish and maintain effective relationships with community groups; ability to communicate customer focus to the organization.
- **Integrity and Trust** – Widely trusted; seen as a direct, truthful individual; keep confidences; admit mistakes; establish and maintain trusting and respectful relationships with others.
- **Create Vision & Purpose** – Communicate a vision and sense of core purpose that is in line with that of the county; can inspire and motivate all staff.
- **Relationship Management** – Ability to develop and maintain professional relationships with partners on the county, regional, state and national level; establish effective partnerships with labor organizations; ability to establish and maintain effective relationships with community, advisory boards, and elected officials.
- **Organizational Management** – Direct and administer complex and changing programs and services.
- **Diversity, Equity and Inclusion** – Foster commitment and build support for a diverse and inclusive organization that represents the residents we serve.
- **Leadership** – Provide effective leadership to direct reports and the organization; is an experienced, and visionary leader with excellent people and communication skills; ability to link actions back to vision and mission.
- **Strategic Resource Management** – Effectively manage a broad spectrum of resources including human resources, financial and capital projects, and technology.

Important attributes:

- Knowledge of:
 - User Experience and Digital Experience principals and best practices.
 - Leading and managing user experience, research, design and development staff.
 - Ensuring budgets and finances align with department-wide fiscal framework and targets.
 - Administration and management of organization-wide programs.

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- Establishing and maintaining a network of partnerships both internally and across jurisdictional lines.
- Vision and ability to anticipate future trends, assess impact of issues and display a collaborative approach with countywide perspective.
- Knowledge and demonstrated ability to examine and directly address the impacts of structural and institutional racism and successfully apply diversity, equity, and inclusion best practices to reduce disparities.
- Ability to provide responsible, progressive leadership and obtain support for the county's goals in assigned program areas.
- A commitment to creating an adaptive and diverse organization; ability to identify strategies and demonstrate the business case for diversity.
- Provide leadership to further department-based strategies that align with county goals, mission and core values for diversity, equity & inclusion.
- Racial, gender, LGBTQIA+, neurodiversity, and other differing ability equity.

About the department:

The Office of Digital Experience partners with lines of business to improve the digital service experience for the Hennepin County community. A digital experience (DX) is the culmination of resident interactions made possible via technology (i.e., website, form, survey, chat, phone, social media). We work hard to increase resident trust and accessibility, reduce disparities, and exceed residents' expectations in digital service.

About Hennepin County:

Hennepin is the largest county government organization in Minnesota. Our employees work every day to improve the health, safety and quality of life for our residents and communities. All of our jobs align to one or more of our overarching goals -- that Hennepin County residents are healthy, protected and safe, self-reliant, assured due process, and mobile.

Our employees receive a combination of generous benefits and positive workplace culture not found at other organizations. This includes meaningful work that impacts our community, competitive pay, work-life balance, a variety of benefits and opportunities to grow. Learn more at [Welcome to the Bridge \(hennepin.us\)](https://www.hennepin.us/welcome-to-the-bridge) - select Guest option.

Hennepin County envisions an organization where our commitment to diversity and the reduction of disparities is fundamental in providing excellent service to our community.

Your future. Made here.

This posting may be used to fill current and future vacancies.

Watch this [video](#) for application best practices and tips.

Invitations to interview will be based upon an assessment of education and experience. Final candidates may be required to complete a background check.

If you have any questions, please contact:

Corinne Miles
Corinne.Miles@hennepin.us

hcpromo

Employer	Address	Phone	Website
Hennepin County	Hennepin County Government Center 300 South Sixth Street Minneapolis, Minnesota, 55487	612-348-7855	https://www.hennepin.us/jobs

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