

The City of Santa Monica **Chief Data Officer**



**Harnessing the power of data to
improve our collective wellbeing.**



A World Class Destination, A Vibrant Beach Town, Big City Opportunities



The City of Santa Monica is actively seeking candidates for Chief Data Officer

The Opportunity

The City of Santa Monica seeks a Chief Data Officer (CDO) to lead the citywide effort to ensure that the organization can use the right data in the right ways. This will involve making data more accessible, optimizing the use of data, and facilitating data-driven decision making and innovation throughout the City. The CDO will ensure consistent data collection, quality, storage, and reporting, identify strategic ways of using existing data, promote the use of predictive analytics, and identify new sources of data, including how this data will be collected. The position will optimize the City's data systems, support its open data efforts, participate as a member of the performance management team, support staff development, and develop new and creative ways to use the City's data to better serve its citizens, respond to emerging needs, and demonstrate results.

The Chief Data Officer is a new position responsible for helping the City manage change and develop a culture that uses data to inform decisions, identify trends, and support its evolving performance management system. The CDO will apply a solid foundation of related experience, an innovative perspective, and optimism while working with a new team to enhance the organization's data culture, engage in predictive analytics, create and use dashboards and other tools, and better use data to help the City deliver responsive services.

The CDO will work closely with the executive leadership, the Chief Performance Officer, (CPO) Chief Information Officer (CIO), key staff, and outside consultants who will help guide the organization's evolution of data collection methods, methodologies, and technologies, and use of data analytics.

City Government

Santa Monica is a Charter City with a Council-Manager form of government. City Manager Rick Cole was appointed by the Council in 2015. The Chief Data Officer will report to the Deputy City Manager within the City Manager's office and work directly with the entire City organization, including: the departments of Big Blue Bus, Community & Cultural Services, Finance, Fire, Housing & Economic Development, Human Resources, Information Systems, Library, Planning & Community Development, Police, Public Works, City Attorney's Office and Records and Election Services.

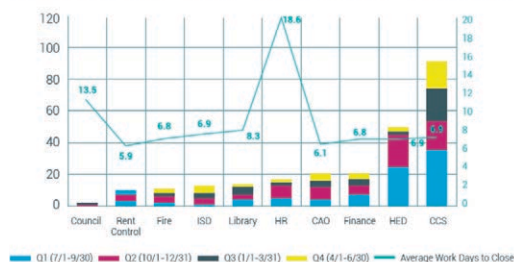
The City Council's Strategic Goals are: establishing a new model of mobility; preserving community diversity and affordability; securing local control of airport land use; exercising regional leadership to reduce homelessness; and fostering a community partnership to learn + thrive.

The organization has a total budget of \$564.4 million for FY2015-16 (\$347.6 million General Fund) and employs approximately 2,000 full-time staff.

Key Priorities

- Assess the current data culture within the organization by examining existing strategies and assets; learning about what has and hasn't worked to-date; and surfacing perceptions, misconceptions, and potential challenges.
- Work with CPO, CIO, and existing staff to develop a road map for the evolution of data culture within the organization, including regular communication, basic education, and an effective training program.
- Work incrementally to demonstrate the value of data analytics in very real, tangible way, and leverage those successes to gain more support.
- Raise awareness of City datasets and promote the use of City data inside and outside of city government.
- Identify outside resources and tools to assist with data visualization and analysis.
- Work with CPO to examine case studies of previous or current efforts within organization to collect, make meaning of, and use data.
- Establish Citywide standards for data management and collection that are applicable to working within the organization, and when working with external partners.
- Work with City's Office of Communications to create and implement a strategy to clearly communicate data internally and externally.
- Pursue local, regional, and national partnerships to leverage resources and ideas.
- Establish a network of learning and support in order to benefit from the experience of others and cultivate relationships with peers working in other communities across the country that have integrated, or are in the process of integrating, data visualization and analysis into their organizational culture.

DEPARTMENTS WITH LESS THAN 100 REQUESTS RECEIVED



The GO system is the City's on-line request portal available 24/7. During FY 14/15, 10,474 requests were received and on average, closed with 5.5 days. The most common GO requests are related to Graffiti, Lost & Found, Public Records Requests, Bus Operator Concerns, and Leafblowers.

The Ideal Candidate

Successful candidates will be able to quickly explain the value add they bring to the organization, how their experiences will allow them to successfully transition into the position, and the overall vision they see moving forward for the organization as it relates to the position of Chief Data Officer.

The ideal candidate will be able to effectively communicate these aspects to various audiences and establish a network of champions, both in and outside the organization, starting by forming a genuine understanding of the organization. The candidate will understand what others have achieved and what they will contribute to this new initiative.

The successful candidate will be adept at change management, build confidence in others, establish a shared sense of open collaboration, and make quick, tangible wins. The ideal candidate will also be able to show what's possible and manage overall expectations. The successful candidate must consciously and strategically balance possibilities with reality, which may involve a phased implementation of ideas and initiatives.

Experience and Education

Graduation from an accredited college or university with a Bachelor's degree in management information systems, computer science, Public or Business Administration, or a closely related field with an emphasis in information technology. A Master's degree is highly desirable.

Three years of progressively responsible experience in information technology, technology project management, data system design and support.



Application & Selection Process

Apply online at www.smgov.net/hr beginning Tuesday, September 6, 2016 through Thursday, September 29, 2016 at 5:30 p.m.

A cover letter, résumé and completed online City job application including completion of supplemental questions are required by the filing deadline.

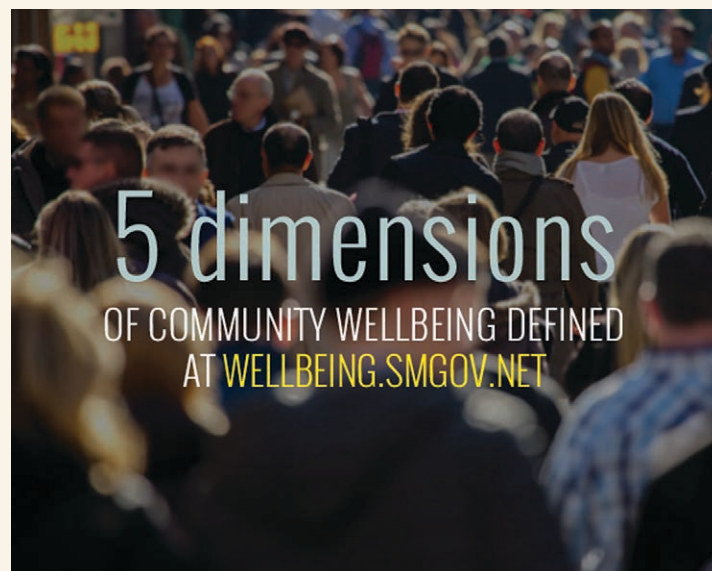
Only those candidates determined to be most qualified on the basis of experience, training and education, as submitted, will be invited to participate further in the selection process. Interviews are tentatively scheduled for the week of Monday, October 31, 2016 and a decision is anticipated shortly thereafter.

Candidates who have successfully completed all prior phases of the selection process will be subject to a thorough background investigation including professional reference checks.

Please do not hesitate to call Bill Friedel at (310) 458-8613 if you have any questions regarding this position or the selection process.

For further information, please go to www.smgov.net/hr or contact:

Bill Friedel, Senior Human Resources Analyst
City of Santa Monica
Human Resources Department
1685 Main Street, Room 101
Santa Monica, CA 90401
(310) 458-8613



About the City

Within just 8.3 square miles bordered by the Pacific Ocean and the west side of Los Angeles, Santa Monica is home to 91,000 residents who enjoy beautiful neighborhoods, a world renowned beach, a thriving art community, vibrant shopping districts, excellent schools, award winning community facilities and parks, and plenty of sunshine.

The world-renowned coastal City is minutes from Los Angeles International Airport and connected by regional light rail to all of the resources of greater Los Angeles. It's world-renowned for three miles of wide sandy beaches, "Silicon Beach", as well as numerous arts, entertainment and cultural attractions. Citizens are actively engaged in their community and prize the unique character and quality of life to be found across a diverse array of distinctive residential neighborhoods and in Santa Monica's vibrant Downtown.

The Santa Monica community is known for its high level of engagement in civic affairs. Community priorities emphasize active and healthy lifestyles, culture, sustainability, social services, youth services and balanced land use. The City recently received a Bloomberg Philanthropies Mayor's Challenge prize to help fund The Wellbeing Project to address wellbeing across all segments of the community through a combination of measurement and action. In short, Santa Monica is a vibrant beach town with the resources of a big city.

Fast Facts

Santa Monica residents enjoy annual average temperature of 61.7°, smog free weather and miles of excellent beach, surf and deep sea fishing.



Compensation and Benefits

The annual salary range for this position \$117,852 - \$145,500. Santa Monica offers a competitive benefits package, which includes, but is not limited to:

Vacation: 12 days per year (of which five days may be cashed out annually) increases with each 5 years of service, maximum of 21 days per year.

Holidays: 12 holidays per year which includes 2 floating holidays (one of which may be cashed out annually).

Sick Leave: 12 days per year (of which up to six days may be cashed out annually).

Professional/Administrative Leave: 11 days per year (of which five days may be cashed out annually).

Medical Insurance: The City currently pays 94% of the premium.

Dental and Vision Insurance: Premiums fully paid by the City.

Term Life Insurance: Premiums fully paid by the City.

Long Term Disability: Premiums fully paid by the City.

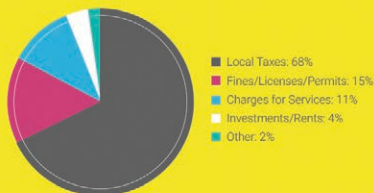
Retirement: California Public Employees' Retirement Systems (CalPERS). Retirement formula is based on appointment date and membership status with CalPERS. City employees do not participate in Social Security. Employees pay a 1.45% contribution towards Medicare.

Alternative Work Schedule: City Hall employees work a (9/80) schedule with alternating Fridays off.

Supplemental Retirement Plans: 457 Deferred compensation plan is available; no City contribution.

Additional Benefits: Employee Assistance Program; Tuition Reimbursement; Flexible Benefit Plan; and others.

DIVERSE REVENUE SOURCES



Santa Monica's AAA rating helps keep the cost of borrowing low - as Santa Monica is a safe investment.



Employment Opportunities

Visit us on the web at
www.smgov.net/hr
Or call 310-458-8246

City of Santa Monica
Human Resources
1685 Main Street
Santa Monica, CA 90401
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