



## Career Service Authority

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# Webmaster

### GENERAL STATEMENT OF CLASS DUTIES

Performs full performance professional information technology work ensuring the consistency and accessibility of the city's internet and intranet; developing technical solutions and web tools to enhance web usability, website architecture, and search engine optimization; tracking and monitoring system activities; and developing and maintaining standards and guidelines for website style and content.

### DISTINGUISHING CHARACTERISTICS

The Webmaster is distinguished from the *Content Developer*, which provides content development support to department or agency staff, prepares department web pages and applications for web sites, and coordinates and provides editorial and technical support in this area to departmental staff.

#### ***Guidelines, Difficulty and Decision Making Level:***

Guidelines are generally but not always clearly applicable, requiring the employee to exercise judgment in selecting the most pertinent guideline, interpret precedents, adapt standard practices to differing situations, and recommend alternative actions in situations without precedent.

Duties assigned are generally complex and may be of substantial intricacy. Work assignment is performed within an established framework under general instructions but requires simultaneous coordination of assigned functions or projects in various stages of completion.

Employee is responsible for determining time, place, and sequence of actions to be taken. Unusual problems or proposed deviations from guidelines, practices, or precedents may be discussed with the supervisor before being initiated.

#### ***Level of Supervision Received and Quality Review:***

Under general supervision, the employee receives assignments and is expected to carry them through to completion with substantial independence. Work is reviewed for adherence to instructions, accuracy, completeness, and conformance to standard practice or precedent. Recurring work clearly covered by guidelines may or may not be reviewed.

#### ***Interpersonal Communications and Purpose:***

Contacts with the public or employees where explanatory or interpretive information is exchanged, defended, and gathered and discretion and judgment are required within the parameters of the job function.

***Level of Supervision Exercised:***

By position, may perform lead work.

**ESSENTIAL DUTIES**

Coordinates and manages the city's internet and intranet to ensure consistency and accessibility characterized by interactive services, editorial integrity and technical training for users in technology, current business models and marketing strategies.

Works with developers and system administrators to ensure effective interaction design and interface design with web applications.

Researches industry best practices on information delivery (to the end user) and develops technical solutions and web tools to enhance web usability, website architecture, and search engine optimization.

Identifies and tracks system activity, including search mechanisms, content errors, and referring sites, then monitors and reports trends such as access frequency and volume of information published.

Develops and maintains standards and guidelines for website style and content, based on industry best standards, to meet the needs of users, designers, and technical staff; creates and maintains web based training on style and content standards.

Coordinates the writing and editing of online content with authors and content developer to ensure presentation and content standards are in compliance with web usability and accessibility industry best practices.

Develops recommendations for improvement to the website in order to enhance the city's marketing and communication goals; develops technical processes needed to implement website improvements.

Participates in special marketing and communication campaigns for the city by developing strategies to effectively deliver information to the end user through the city's website.

Provides direction and guidance to others technical staff, especially with system updates or rewrites.

Performs other related duties as assigned or requested.+

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Any one position may not include all of the duties listed. However, the allocation of positions will be determined by the amount of time spent in performing the essential duties listed above.

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**MINIMUM QUALIFICATIONS**

***Competencies, Knowledges & Skills:***

**Technical Competence** – Uses knowledge that is acquired through formal training or extensive on the job experience to perform one's job; works with, understands, and evaluates technical information related to the job; advises others on technical issues.

**Integrity/Honesty** – Contributes to maintaining the integrity of the organization; displays high standards of ethical conduct and understands the impact of violating these standards on an organization, self, and others; is trustworthy.

**Self Management** – Sets well defined and realistic personal goals; displays a high level of initiative, effort, and commitment towards completing assignments in a timely manner; works with minimal supervision; is motivated to achieve; demonstrates responsible behavior.

**Learning** – Uses efficient learning techniques to acquire and apply new knowledge and skills; uses training, feedback, or other opportunities for self learning and development.

**Attention to Detail** – Is thorough when performing work and conscientious about attending to detail.

**Reasoning** – Identifies rules, principles, or relationships that explain facts, data, or other information; analyzes information and makes correct inferences or draws accurate conclusions.

**Reading** – Understands and interprets written material, including technical material, rules, regulations, instructions, reports, charts, graphs, or tables; applies what is learned from written material to specific situations.

**Teamwork** – Encourages and facilitates cooperation, pride, trust, and group identity; fosters commitment and team spirit; works with others to achieve goals.

**Problem Solving** - Identifies problems; determines accuracy and relevance of information; uses sound judgment to generate and evaluate alternatives, and to make recommendations.

**Interpersonal Skills** – Shows understanding, friendliness, courtesy, tact, empathy, concern, and politeness to others; develops and maintains effective relationships with others; develops and maintains effective relationships with others may include effectively dealing with individuals who are difficult, hostile, or distressed; relates well to people from varied backgrounds and difference situations; is sensitive to cultural diversity, race, gender, disabilities, and other individual differences.

**Creative Thinking** – Uses imagination to develop new insights into situations and applies innovative solutions to problems; designs new methods where established methods and procedures are inapplicable or are unavailable.

**Decision Making** – Makes sound, well informed, and objective decisions; perceives the impact and implications of decisions; commits to action, even in uncertain situations, to accomplish organizational goals; causes change.

**Oral Communication** – Expresses information (for example, ideas or facts) to individuals or groups effectively, taking into account the audience and nature of the information (for example, technical, sensitive, controversial); makes clear and convincing oral presentations; listens to others, attends to nonverbal cues, and responds appropriately.

**Flexibility** – Is open to change and new information; adapts behavior or work methods in response to new information, changing conditions, or unexpected obstacles; effectively deals with ambiguity.

**Memory** – Recalls information that has been presented previously.

**Stress Tolerance** – Deals calmly and effectively with high stress situations (for example, tight deadlines, hostile individuals, emergency situations, dangerous situations).

Knowledge of the principles and methods of web technologies, tools, and delivery systems, including web security, privacy policy practices, and user interface issues.

Knowledge of computer languages and their applications to enable a system to perform specific functions.

Knowledge of developments and new applications of information technology (hardware, software, telecommunications), emerging technologies and their applications to business processes, and applications and implementation of information systems to meet organizational requirements.

Knowledge of data processing sufficient to be able to review program specifications, design programs, and write or modify code.

***Physical Demands:***

Sitting: remaining in the normal seated position.

Lifting: raising or lowering an object from one level to another

Reaching: extending the hand(s) and arm(s) in any direction.

Handling: seizing, holding, grasping, or otherwise working with hands.

Fingering: picking, pinching, or otherwise working with fingers.

Talking: expressing or exchanging ideas by means of spoken words.

Hearing: perceiving the nature of sounds by the ear.

Near acuity: ability to see clearly at 20 inches or less.

Repetitive motions: making frequent movements with a part of the body.

***Working Environment:***

Work is primarily performed in an office setting and frequently at other locations for meetings. Work involves pressure due to multiple calls and inquiries and is subject to interruption.

***Education Requirement:***

Bachelor degree in Computer Science, Marketing, Communications or a directly related field.

***Experience Requirement:***

Three years of professional information technology experience designing and developing internal and external websites, including experience with user interaction and interface design.

***Education/Experience Equivalency:***

Additional appropriate type and level of experience may be substituted for the minimum education requirement on a one year for one year basis.

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***Licensure and/or Certification:***

None

**CLASS DETAIL**

***FLSA CODE:*** Exempt

***ESTABLISHED DATE:*** 06/16/1998

***ESTABLISHED BY:*** Don Braden

***REVISED DATE:*** 02/22/2009

***REVISED BY:*** Melissa Fisher

***CLASS HISTORY:*** 2/2009: The class spec was put into new format; the General Statement of Duties, Essential Duties, and Minimum Qualifications were revised and updated.