

JOB DESCRIPTION



JOB IDENTIFICATION			
<i>Job Title:</i>	Web Specialist	<i>Pay Grade:</i>	EAP-8
<i>Department:</i>	City Manager/IT	<i>FLSA Status:</i>	Non-Exempt
<i>Location:</i>	Engineering/IT Building	<i>Reports to Position:</i>	IT Administrator
<i>Effective Date:</i>	September 22, 2017		

JOB SUMMARY

Under supervision of the IT Administrator, plans, creates, edits and publishes information on City websites; creates new websites for departments and special events; produces new content and writes it in an interesting and appealing manner for publication on websites on the public Internet and internal Intranet; liaises with various departments to ensure the information is accurate and up to date; assesses user training needs and trains users in effective use of content management applications; prepares documentation and provides user assistance to City staff; and performs related work as required. Duties as PC support or other duties as assigned in support of the department.

- ESSENTIAL JOB DUTIES/RESPONSIBILITIES**
- The following duties are normal for this position. The omission of specific statement of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this position. Other duties may be required, assigned and expected aside from those set forth below to address operational needs and changing operational practices.
- Creating new websites for departments and special events.
 - Researching, writing and presenting text in an interesting and appealing manner
 - Putting (uploading) material on to websites, often using a content management system (CMS). This will include being able to interpret vague or broad requests submitted
 - Making sure site content is kept up to date
 - Editing and proofreading text produced by departments
 - Developing new content and editorial guidelines
 - Attending content planning meetings with other departments
 - Creating and monitoring social media output and feedback

- Training new staff on how to produce and edit content.
- Enhancing both design and technical skills in all things internet, social media, and SEO
- Keeping track of developments in web technology and good practice, for example website accessibility issues
- Ensuring web pages are picked up by search engines (search engine optimization)
- Reporting on website traffic statistics

QUALIFICATIONS

Education and Experience Guidelines

Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities required for this position would be:

Education/Training

High School Diploma or GED

Experience

Previous experience in web site development/maintenance

Licenses or Certifications Required

Possession of a valid driver's license from state of residence as some intra city travel or out of town training may be required

The following generally describes the knowledge and abilities required in order to successfully perform the assigned duties of the position:

Knowledge of:

- Special requirements of writing for the Web
- HTML, CSS, JavaScript, JSON, PHP and Adobe Creative Suite
- Back end development for sites on the WordPress, Joomla or Drupal content management systems
- Website Design and current usability standards
- Social Networking sites such as Facebook and Twitter
- Optimization of graphics and photos

Ability to:

- Manipulate the CSS of a website to display properly on any size device
- Modify and tweak templates and themes on content management systems
- Be a self-starter
- Maintain good organization
- Maintain good communication and interpersonal relationships
- Proficiently write and edit data and text

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. In compliance with the Americans with Disabilities Act, the City encourages both prospective and current employees to discuss potential accommodations needed to perform the essential duties of this position.

Environment: Work location will primarily be in a standard office setting; however, special events requiring work may be held outdoors out of town travel for training events, conferences and meetings may also be required

Physical Demands: See accompanying page for details

Key Working Relationship: IT Administrator, Department Heads, Assistant Department Heads, Office Managers, City Manager, City Clerk

PHYSICAL REQUIREMENTS – WEB SPECIALIST

Rare
0%-10%
of the time

Occasional
11%-33%
of the time

Frequent
34%-66%
of the time

Continuous
67%-100%
of the time

LIFT/CARRY				
1-10 lbs	X			
11-20 lbs	X			
21-50 lbs	X			
51-75 lbs	X			
76-100 lbs	X			

PUSH/PULL				
1-10 lbs	X			
11-20 lbs	X			
21-50 lbs	X			
51-75 lbs	X			
76-100 lbs	X			

MOVEMENT				
Bend/Stoop/ Twist	X			
Crouch/ Squat	X			
Kneel/Crawl	X			
Reach Above Shoulders	X			
Reach Below Shoulders	X			
Repetitive Arm Use	X			
Repetitive Wrist Use			X	
Repetitive Hand Use				
a) grasping	X			
b) squeezing	X			
Climb Stairs/Ladder	X			
Uneven Walking Surface	X			
Even Walking Surface	X			

HEARING/VISION/DEXTERITY			
	N/A	AVERAGE	LOW
Hearing Acuity		X	
Visual Acuity		X	
Manual dexterity		X	

Rare
0%-10%
of the time

Occasional
11%-33%
of the time

Frequent
34%-66%
of the time

Continuous
67%-100%
of the time

EQUIPMENT USE & OPERATION				
Motor Vehicle	X			
Heavy Equipment (Backhoe, dump truck)	X			
Large Apparatus (Fire Truck, Street Sweeper)	X			
Small Equipment (Mower)	X			
Handheld tool/equipment (tamps, weed eaters, shovel)	X			

WORK WITH/NEAR				
Machinery	X			
Electricity	X			
Power Tools	X			
Impact Tools	X			
Chemicals	X			
Fumes	X			
Heights	X			

ENVIRONMENT				
Indoors				X
Outdoors	X			
Extreme Heat	X			
Extreme Cold	X			
Dusty	X			
Excessive Noise	X			
Other (explain)	X			

ENDURANCE		
Task	Hours at One Time	Total Hours in an 8 Hour Day
Sit	4	8
Stand	1	1
Walk	1	1

Additional Considerations (including clarification of any of the above)