

WEBMASTER

49-R

DISTINGUISHING FEATURES OF THE CLASS: This position is responsible for development and management of the county's Internet and Intranet Web sites. The work involves responsibility to coordinate, write, edit, design and produce state of the art Home Pages and World Wide Web sites. An employee in this class provides technical assistance to all departments/districts with their web sites. The majority of work assignments will be focused on web pages but some support for overall public information work may be required. Work is performed under general supervision of the county's Chief Information Officer, with leeway for independently performing most of the duties of the position. Supervision is not a function of this class.

TYPICAL WORK ACTIVITIES: *The typical work activities listed below, while providing representative examples of the variety of work assignments in the title, do not describe any individual position. Incumbents in this title may perform some or all of the following, as well as other related activities not described.*

Designs, prepares, edits and coordinates printed and audio-visual informational materials for web sites;

Coordinates web site design and layout with department/district personnel;.

Assists with short and long range planning related to the internet and web sites;

Provides technical support to management relating to the promotion of programs and services on the web;

Analyzes and resolves design, layout and implementation problems relating to web sites;

Stays abreast of industry trends and all applicable technologies, including scripting, security issues, authoring tools, graphic design tools, and new languages;

Coordinates web design classes for other designated web representatives;

Assists department heads with information relevant to budget, technology and web trends;

Analyzes traffic to web site and recommends any necessary programming changes;

Refreshes web site content to ensure accuracy and timeliness of information and images;

Serves on committees involved with internet/web site technology;

Coordinates the transfer of web site content from test to production with appropriate staff according to quality assurance standards;

Performs other related duties as required.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES, AND PERSONAL

CHARACTERISTICS: Good knowledge in the creation of web-based applications using Microsoft tools and technologies; good knowledge of installation, configuration, maintenance, tuning, analyzing, and optimizing of web sites; good knowledge of state of the art web development tools; good knowledge of the use and operation of computers and related peripheral equipment; good knowledge of web site and page design, including writing, editing, layout and internet programming; ability to continuously monitor industry trends, technologies, and standards and be able to research, recommend, and apply new technologies to web sites as they emerge; ability to work well within tight deadlines; ability to reason logically; ability to present ideas clearly, both orally and in writing; clerical and mechanical aptitude; initiative; and resourcefulness.

MINIMUM QUALIFICATIONS: Either:

- A. Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees with a Bachelor's Degree or higher in

computer programming, computer sciences, computer engineering, systems analysis, data processing, or a closely related field, and two (2) years of experience in software development, implementation and support, which shall have included experience in the preparation of web pages on the Internet; or

- B. Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees with an Associate's Degree in computer programming, computer sciences, computer engineering, systems analysis, data processing, or a closely related field, and four (4) years of experience in software development, implementation and support, including or supplemented by two (2) years experience in the preparation of web pages on the Internet; or
- C. Graduation from high school or possession of a high school equivalency diploma and six (6) years of experience in software development, implementation and support, including or supplemented by two (2) years experience in the preparation of web pages on the Internet.

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