



June 2008
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WEB SERVICES COORDINATOR

DEFINITION

Under general direction, coordinates and oversees the development, design, preparation, planning, and implementation of the City's standards for print and electronic communication from creative concept and electronic design production to final print or web-based products; develops, implements, and maintains the City's web sites, including creating and managing web site design and content, organization, quality assurance, and usability; implements and administers software packages for web sites; makes recommendations for web site development based on user needs; coordinates with other departments and staff, vendors, and outside consultants; collects and maintains data concerning web server usage; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Assistant City Manager. Exercises no direct supervision of staff.

CLASS CHARACTERISTICS

This single-position classification is considered an enterprise classification that serves as a member of the City's administrative team in the formulation and implementation of management policies as they relate to the coordination of standards for print and electronic communication City-wide. The class interfaces directly with executive-level staff and/or elected officials in the formulation and implementation of policies for City-wide standards for print and electronic communication having a wide range of purpose and use within the City, ranging from policy formulation and budgeting priorities to the day-to-day operations and staffing needs.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Coordinates and oversees the development, design, and preparation of City-wide print and electronic communications, intranet and internet websites and newsletter,
- Develops and designs technical standards for City-wide electronic communication; coordinates with other administrative support staff members to develop project solutions; works with outside consultants to deliver a product that meets project objectives and organizational standards.
- Works with executive-level staff and elected officials in the formulation of management policies concerning the coordination of City-wide standards for print and electronic communication; coordinates and oversees the implementation of such policies.
- Performs content management activities to generate new content and maintain existing content on the City's web site; leads the planning and implementation of web content and design; designs and implements the web site's information architecture ensuring ease of navigation for users and user-friendliness; identifies, indexes, and makes available knowledge resources.

- Oversees the visual design of the City's web site; serves as art director for visual and multimedia content; designs and manages the creative aspect of web projects, including serving as an expert resource to staff involved in specific projects; designs HTML templates and supporting graphics consistent with established design standards.
- Coordinates efforts to electronically connect members of the public to the City via web sites and other electronic media; designs neighborhood web pages and email list-serves; provides ongoing technical support to volunteers via the City's web site; trains volunteers to work on neighborhood web pages.
- Researches and recommends hardware needs and design software as required; recommends modifications to existing systems.
- Works with the Information Technology Division and outside consultants to implement and maintain proper security for web applications and on the implementation of new technology related to the web.
- Provides consulting services to staff on the design and preparation of City-wide and department level print and electronic communications; determines project objectives, gathers information and develops design graphics and specifications; serves as a resource to Department Communicators; responds to departments' questions in a timely manner; responds to all internal and external web team-related correspondence.
- Reviews, downloads, edits, proofs, and formats texts for the City's website; effectively combines text with graphic designs; writes original materials.
- Plans, organizes, and produces camera-ready art or written material for major documents, websites, and informational programs.
- Researches and prepares recommendations and coordinates the implementation of standards for City-wide graphic and copy styles for both internally and externally produced print material and website content and design; ensures that quality standards are met.
- Prepares single and multi-colored electronic files; manages computer files; converts computerized files for different platforms; troubleshoots electronic files created using design software in order to deliver accurately functioning files for City use.
- Coordinates regularly with appropriate others to maximize efficiency of interdepartmental operations and activities.
- Assists Assistant City Manager with program budget.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles and practices of graphic design, desktop publishing, and word processing.
- Graphic techniques and computer graphic, desktop publishing, and web site development software, as well as internet publishing.
- Related computer hardware including scanning, printing, and photographic equipment.
- Principles and practices of web technology and publishing.
- Principles and practices of project management.
- Basic principles, practices and procedures of budgeting.
- Project and/or program management, analytical processes and report preparation techniques; municipal communications programs.
- Organizational and management practices as applied to the analysis, evaluation, development, and implementation of graphic design and communications programs, policies, and procedures.
- Research and reporting methods, techniques, and procedures.
- Public relations techniques.
- Record keeping principles and procedures.
- Modern office practices, methods and computer equipment.
- Computer applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.

- Techniques for dealing effectively with the public, vendors, contractors and City staff, in person and over the telephone.
- Techniques for effectively representing the City in contacts with governmental agencies, community groups and various business, professional, educational, regulatory and legislative organizations.
- Techniques for providing a high level of customer service to public and City staff, in person and over the telephone.

Ability to:

- Assist in the development of goals, objectives, policies, procedures, and work standards.
- Organize and prioritize a variety of complex projects.
- Analyze communication needs, interpret, and develop ideas, and conceptualize, visualize, and develop best approaches to achieve desired results for graphic and public information projects.
- Communicate clearly and effectively with staff, community members, local agencies, and vendors, orally and in writing.
- Participate on a team and in a team environment including developing a team approach to producing high quality results.
- Function as a project leader organizing, scheduling, and coordinating major communication projects, as assigned.
- Create, develop, and maintain comprehensive, professional, and intuitive web sites.
- Recognize web-appropriate materials and demonstrate initiative in expanding web materials.
- Evaluate finished projects for compliance with City standards and style.
- Research effective tools to create a variety of visual designs and written communication projects.
- Understand and implement new concepts in computerized design.
- Train staff on design software.
- Organize and maintain data files.
- Plan, organize, and carry out assignments with minimal direction.
- Analyze, interpret, summarize, and present administrative and technical information and data in an effective manner.
- Evaluate and develop improvements in operations, procedures, policies, or methods.
- Direct the work of contract consultants on a program or project basis.
- Effectively conduct meetings and make presentations to various groups.
- Analyze situations and identify pertinent problems/issues; collect relevant information; evaluate realistic options; and recommend/implement appropriate course of action.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities and meet critical time deadlines.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Comprehend and use English effectively including producing all forms of communication in a clear, concise, and understandable manner to intended audiences.
- Use tact, initiative, prudence and independent judgment within general policy, procedural and legal guidelines.
- Establish, maintain, and foster positive and harmonious working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience which would provide the required knowledge, skills and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to graduation from an accredited four-year college or university with major coursework in graphic design, web design, communications, computer science, or a related field and/or five (5) years of

professional-level programmatic and/or special projects experience related to organizational communications programs, web design, and graphic design.

Licenses and Certifications:

- Possession of a valid driver's license with a satisfactory driving record.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various City and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 25 pounds.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.