WEB DESIGNER/ANALYST

DISTINGUISHING FEATURES OF THE CLASS: An employee in this class is responsible for the design, development, maintenance and support of Ulster County's internet and intranet websites and web applications for various County agencies. The incumbent in this position must keep current on industry trends, applicable web technologies and the appropriate use of new technologies while utilizing graphic design techniques and illustration to create visually compelling and technically effective websites and/or web applications. The work involves the coordination of web site content to ensure accuracy and performance of websites. Work is performed under the general supervision of the Assistant Director of Information Services (Application Development) or other higher-level designee with leeway allowed for the exercise of independent judgment and initiative in carrying out the details of the work. Supervision is not a function of this class. Does related work as required.

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 the following, as well as other related activities not described.

Participates in analysis, design, development, support and maintenance of Ulster County's internet and intranet websites;

Creates graphic design elements and digital media for websites and/or web applications;

Works directly with departments to gather requirements, and assemble and organize content and feature needs for websites and/or web applications;

Researches, evaluates and recommends website products, features and functions;

Develops, installs, tests and debugs websites and web applications;

Assures accuracy and performance of websites and web applications;

Configures and monitors websites and web applications to ensure that they are accessible to all users and that the content is secure;

Maintains, edits and updates original website content;

Provides training to staff in other departments on websites and web applications;

Reports project progress, problems and output to management and users;

Stays current on new web trends, tools and technologies and applies to work as necessary;

Monitors visitor traffic and recommends any necessary programming changes;

Provides guidance to junior members of the team.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Good knowledge of website and web application design, development and implementation; good knowledge of the principles, methods and techniques of website and web application programming and analysis; good knowledge of HTML, JavaScript, CSS, PHP, MySQL and popular web browsers; good knowledge of SQL database design, creation and maintenance; good knowledge of SQL Query design for developing queries and reports; good knowledge of systems analysis as it relates to web programming, web servers and security policies including firewalls and proxy servers; working knowledge of current search engines and web management tools; working knowledge of intranets and web-based security; working knowledge of contemporary web Content Management Systems (CMS) such as WordPress, Drupal etc.; ability to monitor web trends, tools and technologies and implement such as necessary; ability to develop professional looking, organized, user-friendly and visually compelling websites; ability to test and debug websites; ability to analyze, evaluate and adopt new software and technologies into current and future websites; ability to communicate effectively, both orally and in writing; ability to work well with others; detail-orientated; initiative; resourcefulness; good judgment.

MINIMUM QUALIFICATIONS: Either:

A. Graduation from a New York State registered or regionally accredited college or university with a Bachelor's Degree in Computer Science, Web Development, Information Technology, Graphic Technology, Graphic Communications, Computer Graphics or a closely related field and one (1) year of full-time paid, or its' part-time equivalent, experience in web design and/or development; **OR**

B. Graduation from a New York State registered or regionally accredited college or university with an Associate's Degree in Computer Science, Web Development, Information Technology, Graphic Technology, Graphic Communications, Computer Graphics or a closely related field and three (3) years of full-time paid, or its' part-time equivalent, experience in web design and/or development; **OR**

C. Graduation from high school or possession of a high school equivalency diploma and five (5) years of full-time paid, or its' part-time equivalent, experience in web design and/or development; **OR**

D. An equivalent combination of training and experience as described in A, B and C above.

ULSTER COUNTY   Adopted: April 17, 2019
7846 WEB DS/ANL
Classification: Competitive
Grade: 17
Union: CSEA