

## WEBMASTER

**DISTINGUISHING FEATURES OF THE CLASS:** An employee in this class is responsible for the design, implementation and maintenance of a municipality's web site. The incumbent in this position must keep current on industry trends, applicable technologies and the appropriate use of new technologies while utilizing typographic and graphic design techniques and illustration to create visually compelling and technically effective web pages. The work involves the coordination of web site content and project timelines to ensure accuracy and timeliness of information and images. Work is performed under the general supervision of a higher level employee with considerable leeway allowed for the exercise of independent judgment and initiative in carrying out the details of the work. Supervision is not usually 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 of the following, as well as other related activities not described.

Designs, implements and maintains a municipality's web site utilizing typographic and graphic design techniques, photography and illustration to create visually compelling and technically effective web pages;

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

Verifies and refreshes link integrity and web site content to ensure accuracy and timeliness of information and images;

Coordinates web project timelines, the nature and schedule of specific projects, in conjunction with departmental personnel, to ensure project timeframes are appropriate and can be met;

Monitors visitor traffic and recommends any necessary programming changes;

Analyzes and resolves design layout, content and implementation problems;

May provide technical assistance to personnel relating to the promotion of programs and services on the web and its' benefits to users;

May respond to technical issues of site administration and infrastructure issues;

Stays current on industry trends and the appropriate implementation of new and applicable technologies;

May provide cost of web activities and recommendations for new hardware and software to a higher level administrator, while staying within budgetary guidelines;

May serve on oversight committees involved with Internet usage, web site technology or public access.

**FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:** Good knowledge of web-based applications and technologies; good knowledge in the installation, configuration and maintenance of web sites; working knowledge of web site and web page design, including writing, editing, layout design and programming; ability to continuously monitor industry trends, technologies and standards and implement such; ability to communicate effectively, both orally and in writing; ability to work within tight deadlines; ability to work well with others; detail-orientated; initiative; resourcefulness; tact; patience; good judgment; physical condition commensurate with the demands of the position.

**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, Information Technology, Graphic Technology, Graphic Communications, Computer Graphics or a closely related field; **OR**
- B. Graduation from a New York State registered or regionally accredited college or university with an Associate's Degree in Computer Science, Information Technology, Graphic Technology, Graphic Communications, Computer Graphics or a closely related field and (2) years of full-time experience, or its' part-time equivalent, in systems analysis OR testing and implementation of computer-based information systems, which must have included web design and/or development; **OR**
- C. Graduation from high school or possession of a high school equivalency diploma and four (4) years of full-time experience, or its' part-time equivalent, in systems analysis OR testing and implementation of computer-based information systems, which must have included web design and/or development; **OR**
- D. An equivalent combination of training and experience as described in A, B and C above.

ULSTER COUNTY  
7849 WEBMASTER  
Classification: Competitive  
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Adopted: November 30, 2005