WEBSITE ADMINISTRATOR

DISTINGUISHING FEATURES OF THE CLASS: An employee in this class is responsible for the planning, designing, development, maintenance and troubleshooting of websites and/or web applications for a school district or County agency. The incumbent in this position must keep current on industry trends, applicable web technologies and the appropriate use of new technologies while utilizing front-end development (design) techniques and illustration to create visually compelling, functional, and technically effective websites and/or web applications. The work involves ensuring users have access, setting up webhosts, programming servers as well as assisting with user-facing aspects of a website such as appearance, navigation, content quality and use of media. The incumbent creates, edits, prepares and updates text, graphics and layout for their agency's website pages within the framework of established priorities, goals, philosophy, policies and procedures. Work is performed under the general supervision of a higher-level employee with wide leeway allowed for the exercise of independent judgment and initiative in carrying out the details of the work. Supervision is not normally 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.

Plans, designs, builds, maintains and updates websites;

Uses scripting or authoring languages, management tools, content creation tools, applications and digital media;

Confers with teams to identify needs, resolve site conflicts, prioritize needs, develop content criteria, or choose solutions;

Develops or validates test routines and schedules to ensure that test cases mimic external interfaces and address all browser and device types;

Edits, writes or designs website content, and collaborates with team members who produce content;

Organizes files and content for retrieval;

Identifies problems uncovered by customer feedback and testing, and corrects or refers problems to appropriate personnel;

Evaluates code to ensure it meets industry standards, is valid, is properly structured, and is compatible with browsers, devices, or operating systems;

Determines user needs by analyzing technical requirements;

Monitors site for compliance with Americans with Disabilities standards and provides remediation when necessary;

Acts as client liaison to ensure customer satisfaction;

Keeps current on latest web applications and programming practices.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Thorough knowledge of website and web application design, development and implementation; good knowledge of the principles, methods, techniques and terminology of website and web application programming and analysis; good knowledge of HTML, JavaScript, CSS, MySQL and popular web browsers; good knowledge of Adobe Creative Suite, Microsoft Office, and other related software; good knowledge of graphic design concepts; working knowledge of current search engines and web management tools; ability to monitor and ensure sites are in compliance with ADA standards for accessible design; ability to monitor web trends, tools and technologies and implement such as necessary; ability to work within tight deadlines; ability to coordinate work with other staff; 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. Possession of a Bachelor's Degree in Computer Science, Web Development, Information Technology, Graphic Technology, Graphic Communications, Computer Graphics or a closely related field and two (2) years of full-time paid, or its' part-time equivalent, experience in website administration, which included experience in website design and/or development; **OR**

B. Possession of an Associate's Degree in Computer Science, Web Development, Information Technology, Graphic Technology, Graphic Communications, Computer Graphics or a closely related field and four (4) years of full-time paid, or its' part-time equivalent, experience in website administration, which included experience in website design and/or development; **OR**

C. Graduation from high school or possession of a high school equivalency diploma and six (6) years of full-time paid, or its' part-time equivalent, experience in website administration, which included experience in website design and/or development; **OR**

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

Note: Your degree or college credits must have been awarded or earned by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If your degree was awarded by an educational institution outside the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the Internet at http://www.cs.ny.gov/jobseeker/degrees.cfm. You must pay the required evaluation fee.