

Job Class Code: 0849	FLSA Status: Non-Exempt
Pay Basis: Salary (Annual)	EEO Category: 3

GENERAL DESCRIPTION OF CLASS

The purpose of the class is to maintain and update the City's web site. The class is responsible for coordinating with department personnel, creating new web pages, updating and maintaining the City's website, and responding to inquiries. The class works within broad policy and organizational guidelines; independently plans and implements projects; reports progress of major activities through periodic conferences and meetings.

TYPICAL TASKS

CONTENT DEVELOPMENT

- Coordinates with department personnel to determine website requests and needs.
- Works with City departments and agencies to develop new web content.
- Assists departments in creating new web pages of various types.
- Writes articles for website, including identifying topics, researching with departments, writing article.

MANAGING WEBSITE PUBLIC INTERFACE

- Designs web pages and websites within established architecture, guidelines and templates.
- Provides consultation and guidance to content developers to ensure compliance with system architecture, web best practices, City branding, and technical requirements.
- Manages web content, including proofreading, editing, updating and maintenance.
- Monitors existing content to ensure accuracy and relevance.
- Develops content and meta data for search engine optimization.
- Resolves website problems; escalates complex issues/problems to higher level for action.

EMERGENCY COMMUNICATIONS

- Supports the Emergency Operations Team.
- Supports the web publishing function during City emergencies.

GRAPHICS & PHOTOGRAPHY - WEB DESIGN

- Designs user interfaces for new internal web applications.
- Creates optimized graphics/icons and photos for the websites.

VIDEO STREAMING

- Manages the public face of the City's video streaming service, which includes developing templates, troubleshooting, and uploading videos.

Performs other related duties as assigned.

GENERAL STANDARDS

Data Involvement	Coordinates or determines time, place or sequence of operations or activities based on analysis of data or information and may implement and report on operations and activities.
Interpersonal/People Involvement	Gives information, guidance, or assistance to people to directly facilitate task accomplishment; may give instructions or assignments to helpers or assistants.
Reasoning Requirements	Performs coordinating work involving guidelines and rules but solves problems constantly.

Mathematical Requirements	Performs addition and subtraction, multiplication and division, and/or calculates ratios, rates and percentages.
Language Requirements	Reads journals, manuals, and professional publications; speaks informally to groups of coworkers, staff in other organizational agencies, the general public, and people in other organizations; composes original reports, training and other written materials using proper language, punctuation, grammar, and style; may present training programs.
Mental Requirements	Performs professional level work requiring the application of principles and practices of a wide range of administrative or technical methods in the solution of administrative or technical problems; applies general understanding of operating policies and procedures to solve complex administrative problems; requires continuous, close attention for accurate results or frequent exposure to unusual pressure.
Decisions/Supervisory Control	Guides others, making frequent decisions, affecting the individual, coworkers, and others who depend on the service or product.

EDUCATION, EXPERIENCE AND SPECIAL REQUIREMENTS

Vocational/Educational Requirement	Requires any combination of education and experience equivalent to an associate's degree in web design, writing, graphic arts, or a closely related field. Knowledge of current best practices in online content and service development preferred.
Experience	In addition to satisfying the vocational/education standards, this class requires a minimum of one year of related, full-time equivalent experience.
Special Certifications and Licenses	Requires a valid driver's license and a driving record that is in compliance with the City's driving standards.
Special Requirements	Employees may be expected to work hours in excess of their normally scheduled hours in response to short-term department needs and/or City-wide emergencies. Emergency operations support work and work locations may be outside of normal job duties.

ADA REQUIREMENTS

The City of Chesapeake is an Equal Opportunity Employer. ADA requires the City to provide reasonable accommodations to qualified individuals with disabilities. Prospective and current employees are invited to discuss accommodations.

This is a class specification and not an individualized position description. A class specification defines the general character and scope of duties and responsibilities of all positions in a job classification, but it is not intended to describe and does not necessarily list the essential job functions for a given position in a classification.