| Job Class Code: 0848 | FLSA Status: Exempt |
| Pay Basis: Salary (Annual) | EEO Category: 2 |

GENERAL DESCRIPTION OF CLASS

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

TYPICAL TASKS

ANALYTICS/SEO

- Monitors existing content to ensure accuracy and relevance.

- Monitors use of site and gathers feedback from the public to gauge value of current data and relevance of services; identifies new data and services desired.

- Performs search analysis and optimization; develops meta data.

- Participates in the development of performance measures for maintaining websites.

APPLICATION & CONTENT DEVELOPMENT

- Ensures that new content and applications meet standards that ensure ease of use, security of data, privacy of user, and ADA compliance.

- Keeps up with new technology and implements new technology as appropriate.

- Develops/designs website content structuring & navigation.

- Coordinates and monitors progress of website development; works with application developers, server administrators, database administrators, and graphic designers as needed to maintain the City's graphic identity; reviews products to produce integrated and cohesive websites.

- Utilize client-side scripting and/or server-side programming skills to add functionality to web pages.

- Coordinates review and approval of web products, including 3rd party external applications.

CITIZEN AND STAFF INTERFACE

- Responds to staff and general public inquiries by phone, email, website, Help Desk and in person.

- Coordinates the work of the web team, including content development with City staff and application development.

EMERGENCY COMMUNICATIONS

- Supports the Emergency Operations Team

- Supports the web publishing function during City emergencies.

POLICIES, GUIDELINES & GOALS

- Develops and implements short and long-term goals, objectives for the City's website in support of the City's and department's goals.

- Participates in the development and application of tactical goals and objectives to design and produce websites and pages to meet client needs within established architecture and guidelines.

- Drafts policies, procedures and/or guidelines for usability.

- Develops, implements, and maintains interface development guidelines and standards.

PROJECT MANAGEMENT

- Participates in new software implementation as it relates to the City's internet.
- Develops and manages project schedules and budgets; prepares project status reports and makes presentations.

TRAINING COORDINATOR/FACILITATOR

- Trains and supports members of the other departments to maintain their portions of the City's website using various tools and technologies.
- Assesses training needs and makes recommendations.

TROUBLESHOOTING OF WEBSITE AND RELATED APPS AND SOFTWARE

- Interfaces with web host to resolve issues.
- Troubleshoots internet problems in order to determine solution.
- Serves as a resource for resolving website management issues.

WEB DESIGN

- Works with the web designer to translate static graphic designs into interactive media
- Builds web page templates that meet standards for compliance, graphic identity, accessibility, page load time, etc.
- Uses CSS for clean tableless layout.

OTHER

- Other duties as assigned

GENERAL STANDARDS	
Data Involvement	Develops recommendations concerning 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 percents.
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 a bachelor's degree in web development or a closely related field.

Experience	In addition to satisfying the vocational/education standards, this class requires a minimum of three years of related, full-time equivalent experience in web design, development, and maintenance. Experience with content management systems preferred.
Special Certifications and Licenses	Requires a valid driver's license and a driving record in compliance with City 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.

AMERICANS WITH DISABILITIES ACT (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 individual position description. A class specification defines the general character and scope of duties and responsibilities of all positions in a job classification, but is not intended to describe and does not necessarily list the essential job functions for a given position in a classification.

Revised 07/06/20