CITY OF CHULA VISTA

WEBMASTER

DEFINITION

To perform a variety of duties in the development and maintenance of the City's website in coordination with the Department of Communications and to do related work as required. Duties include designing elements of the City's Internet and Intranet websites, updating and maintaining those sites, working with vendors, consultants, the communication committee, other city departments and members of the public, and providing creative input to promote the City's website.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Applications Support Manager

ESSENTIAL FUNCTIONS – Functions may include, but are not limited to, the following:

Administer the City's website, including designing, updating and reviewing information and data displays for the City's website.

Develop and maintain web interfaces that allow other users to update selected portions of the City's website.

Coordinate electronic information needs for the City for all departments.

Train and support content contributors to the website including department liaisons; develop, maintain and update both the City's internet and intranet websites and ensure that they are current, synchronized and functioning at all times.

Work with outside consultants and/or contractors as needed to re-design website pages and to introduce streaming video and other innovative features for the website.

Maintain databases, events, calendars and department files; research emerging web tools that could be useful for developing documents and managing the website.

Test interface behaviors; build components and templates; create function-level interaction principles and concepts.

Identify communication strategies; assist in the production and transmittal of press releases and information through the website; and promote effective media relations and Citywide programs.

Stay current with security issues related to maintaining websites. Recommend implementation of increased security measures when appropriate.

Build and maintain positive working relationships with co-workers, other City employees and the public using principles of good customer services.

Perform other related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

SQL based database management and administration, ideally with Microsoft SQL Server.

Stored procedures within databases.

Programming concepts and methods.

ASP programming and concepts.

HTML concepts.

Modern office procedures, methods and practices.

English usage, spelling, grammar, and punctuation.

Software and operating systems related to assignment: Office Suite, Dreamweaver, Contribute, Photoshop, Illustrator, Soundedit, Premiere, Weblog Expert, Internet Explorer, Mozilla Firefox, Netscape, Safari. Operating Systems: Windows, Mac OS.

Ability to:

Adhere to design specifications; understand Web technologies.

Work within a team environment, particularly with design teams.

Understand information architecture, user-interface design and visual design.

Compress audio and video, streaming media.

Edit video (cut videos, applying the most current compression standards, providing the most current encryption software).

Edit sound (create loops, cut music, add effects).

Understand code manipulation, optimization issues and techniques and bandwidth issues.

Advise and interpret on how to apply policies, procedures and standards to specific situations.

Communicate effectively, orally, electronically and in writing, with department personnel, vendor representatives, elected and appointed officials, technical crews, consultants and the general public.

Establish and maintain cooperative working relationships with management, supervisors, co-workers, consultants, contractors, department representatives, and the public.

Establish, monitor and evaluate web administration and maintenance procedures and document these procedures in adequate detail for use by other City staff.

Train others, including the ability to act in a lead worker capacity.

Respond promptly and appropriately to high priority assignments with reasonably short due dates.

Work with various cultural and ethnic groups in a tactful and effective manner.

Develop concepts interaction concept to target more visitors.

Establish document processes / document management.

Establish 3rd party Content Management tools.

Develop concepts, design, and produce graphics and graphical user interfaces including the design, production of animations / eye-catching banners.

Create of web statistics.

Experience and Training

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Two years experience with recent versions of Windows operating systems, Internet Information Systems (ISS), ASP, HTML, and JavaScript. Experience with streaming media, preferably MPEG, Adobe Photostop, and Corel Drawpaint Freehand.

Training:

Graduation from a four-year college or university with a degree in Computer Science, Information Systems, or a related field. Ability to script in raw DHTML and JavaScript is highly desirable.

License or Certificate

Possession of a valid California driver's license.

PHYSICAL DEMANDS

On a continuous basis, sit at desk for long periods of time. Intermittently twist and reach office equipment; stretch, extend arms above the shoulder to use and /or retrieve equipment and materials from shelves or file cabinets; use telephone, read and interpret information; interact with the public and over a telephone; must be able to type on a personal computer; may lift light weight. Travel to various city locations to attend meetings. See in the normal vision range with or without correction to read typical business documents and computer screens; hear in the normal range with or without correction.

WORKING ENVIRONMENT

Some of the work is performed indoors in a carpeted and air-conditioned office environment with fluorescent lighting and moderate noise level. There is exposure to outside atmospheric conditions, traffic and noise when attending meetings in outlying offices/building or conducting field visits. Work is frequently disrupted by the need to respond to in-person and telephone inquiries.

4/05