Job Description

Job Title:	Webmaster	Classification:	Classified
Department:	Communications	Grade:	N23
Occupational Group:	Public Information	FLSA:	Exempt
Status:	Full-Time	Supervisory:	Yes

Primary Purpose

Under general supervision of the Director of Marketing and Communication; responsible for the design, organization, and overall navigation of the City website. Manages Webpages and hyperlinks, supports multi-media content, provides file management of published media, tracking and reporting usage of technology and providing general technical support for content providers. Ensures quality and content of Internet services. May lead and direct the work of others and coordinate projects.

Essential Job Functions

Management reserves the rights to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job. Regular and consistent attendance for the assigned work schedule is essential.

1. Operates word processing, desktop publishing, and Internet publishing software relating to production and graphic design.
2. Produces original graphic sketches, designs, and copy layouts for online, print and display content.
3. Determines size and arrangement of layout based upon knowledge of layout principles, and aesthetic design concepts.
4. Designs, constructs and maintains City webpages/sites including incorporating graphic user interface (GUI) features and other techniques.
5. Develops and designs interface, front pages, and the tools to navigate on the website.
6. Assists in the development and implementation of content on websites; responsible for integrating work of writers and designers to produce a final layout compatible with citywide visual standards.
7. Develops creative briefs and design concepts to meet mutually agreed objectives of the organization.
8. Supports web-based products and services through e-mail, desktop and telephone support.
9. Interacts with customers and troubleshoots problems to provide a high level of customer satisfaction.
10. Coordinates with writers, producers, and other contributors to the website to ensure consistency in style, tone and quality of the organization's site.
11. Shooting and editing of digital optimization images, and custom digital originals using digital editing software. Collaborates closely with communication team on alignment of branding and city communication objectives.
12. Troubleshoots a wide variety of hardware and software problems on both Mac and PC platforms.
13. Travels to special events and helps with sound, photography, and set-up and tear downs.
14. Trains others in the use of a variety of Web and graphic software.
15. Acts as a digital navigator and trains others on general Web and file management practices including site design, search engine optimization, HTML, standard coding procedures, site architecture, file structure and naming, etc.
16. Manages maintenance, updates, and security of website features, trends, and programs for prime functionality; incorporates disability accessibility features.

Other Duties

- Assists in web-type responses to requests for information and services.
- Conducts special projects as assigned.
- Attends and participates effectively at departmental staff meetings.
- Maintains the confidentiality of files, records, reports as required by law, City policy, and procedures.
- Performs other duties as assigned.

Minimum Qualifications

Knowledge of: Interactive desktop publishing and Internet publishing software which may include: Dreamweaver, Photoshop, Illustrator, Fireworks, Freehand, Quark, Pagemaker, InDesign, Java Script, HTML, DHTML. General knowledge of layout principles, aesthetic design concepts and general troubleshooting techniques for a wide variety of hardware and software problems. Microsoft Office Suite.
Skill in: Able to learn, apply, and master desktop and Internet publishing software and Sharepoint internal file management; determine website design needs as well as write, document, and test applicable pages/sites; prepare clear, concise and comprehensive literature; train and assist employees in various operating departments; follow oral and written instructions; communicate effectively both verbally and in writing; successfully interface and communicate with employees at all levels of organization; effectively welcome and embrace differences among employees and citizens; perform effectively as a member of the team in carrying out the City's stated mission and philosophy; present an overall professional image; deal effectively and courteously with associates and the general public; perform the essential functions of the job without posing a direct threat to the health and safety of self or others. Microsoft Office Suite.

Education: G raduation from an accredited college or university with a Bachelor's Degree in Communications, Graphics, Computer Science, Design or related degree.

Experience: Three years experience in Web design, public relations, journalism, business communications or a closely related field; public sector experience involving public information or relations is highly desirable. Additional web design experience may substitute for the required education on a year-for-year basis.

Licenses and Certifications: Possess and maintain a valid state issued driver's license.

Physical Demands Requirements and Working Conditions

This is primarily an office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment; vision to read printed materials and a computer screen; hearing and speech to communicate in person and over the telephone. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 20 pounds.

Employees may work off-site or outdoors on projects and activities in varying weather conditions, but also work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset members of the public or their representatives while enforcing departmental policies and procedures.

Miscellaneous Requirements

Requires successful post-offer completion of a background investigation, physical exam, and drug test as a condition of employment with the City of Joplin.

Revision Date:	Type of Change: New position
Revision details: New Position through Use Tax and relevant Action Plans.	