

CITY OF KIRKLAND CLASSIFICATION DESCRIPTION

| | | | |
|--------------------|------------------------|--------------------|---------------------------------|
| DEPARTMENT: | Information Technology | TITLE: | Web Master |
| DATE: | August, 2002 | REPORTS TO: | Information Technology Director |

POSITION PURPOSE:

Designs and maintains the City of Kirkland's websites, ensuring the continual correctness, completeness, and timeliness of information on the site. Champions the effective use of Internet and Intranet communication tools to enhance communication between Kirkland and its citizens, and within the city. Fosters cross-jurisdictional internet efforts.

PRINCIPAL ACCOUNTABILITIES:

1. Creates, gains approval for, and maintains guidelines for the look and feel of the Internet and Intranet
2. Chairs web representative committee
3. Works closely with other IT staff to assure that interactive web applications work correctly
4. Works with web representatives and their departments to translate content to City web standard
5. Renews content of the web as needed, ensuring accuracy and timeliness of information presented
6. Creates new pages as required to promote City of Kirkland events or community information
7. Guides web representatives and assigned staff in development of departmental intranets and in City web standards and use of web development applications
8. Assists other IT staff with internet/intranet server management and administration
9. Works with other municipalities to explore and offer multi-jurisdictional information through linkages and/or joint development.

ESSENTIAL RESPONSIBILITIES:

1. Ensures cross-platform functionality, navigability, usability, and accessibility of City of Kirkland websites
2. Develops cross-departmental presentation standards for City websites
3. Develops procedures for web committee and general production procedures
4. Stays current with developments and changes in web publishing techniques, and with emerging technologies in web-based applications and file standards. Reviews and tests new software applications for potential use in web design
5. Troubleshoots technical problems with the City's websites
6. Upload/publish completed web pages to the City's web server
7. Monitors web pages of other municipalities and governmental bodies in order to stay attuned with development standards, and create links when necessary
8. Creates departmental forms in multiple formats for customer web download and department intranet use
9. Responds to citizen emails and phone calls concerning the City of Kirkland website
10. Maintains and reports web usage and access statistics
11. Other duties as assigned

KNOWLEDGE, SKILLS AND ABILITIES:

1. Knowledge of industry standards in website development and content accessibility
2. Comprehensive knowledge of web development application packages such as Microsoft FrontPage
3. Comprehensive knowledge of HTML, XML, scripting languages, and cross-platform web accessibility standards
4. Knowledge and/or past experience with a variety of software such as forms generation, spreadsheet, word processing, network email and intranet programs, and file conversion and compression
5. Comprehensive knowledge of image editing application programs such as Photoshop and Microsoft Image Composer, and a working knowledge of illustration and layout programs such as FreeHand and PageMaker
6. Ability to use the World Wide Web to find resources used in web development and for staff projects
7. Excellent interpersonal skills for establishing and maintaining effective working relationships with City staff
8. Knowledge or experience working with relational database management tools such as Access and/or SQL Server
9. Planning, organizational, problem-solving and time-management skills
10. Ability to multitask and work in an environment with frequent interruptions

WORKING CONDITIONS:

Work is performed in an office environment. Prolonged periods of time may be spent sitting and working at a computer terminal. Computer keyboard and mouse use are routine parts of this job.

While performing the duties of this job, the employee is regularly required to: use hands to finger, handle, or feel; talk; and hear. The employee frequently is required to sit for extended periods of time and type on a keyboard for extended periods of time. The employee is occasionally required to stand; walk; reach with hands and arms; climb or balance; and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/ or move up to 50 pounds.

Specific vision abilities required by this job include close, distance, color, and peripheral vision; depth perception; and the ability to adjust focus.

MINIMUM QUALIFICATIONS:

1. AA or certification in Web Development, Design or related field / or 2 years professional experience in a Web-related field; or an equivalent combination of education and experience sufficient to successfully perform the essential functions of the job
2. Demonstrated knowledge of web development and site management applications, including Front Page, Adobe Photoshop, and the Microsoft Office Suite.
3. Demonstrated understanding of effective design techniques and standards including user interface design, graphics creation, production, and optimization for the web
4. Excellent organization, communication, and listening skills

INCUMBENT: _____ DATE: _____

DEPARTMENT HEAD: _____ DATE: _____