

**JOB DESCRIPTION
CITY OF SPRINGFIELD**

**HUMAN RESOURCES DEPARTMENT
EMPLOYMENT AND
COMPENSATION DIVISION**

Job Title	<u>Web Coordinator</u>
Sch & Grade	<u>PAT-7</u>
Class Code	<u>CI26</u>
FLSA Status	<u>Non-Exempt</u>
Bargain Unit Elig.	<u>Not Eligible</u>
Occupational Group	<u>Computer Technical</u>

PRIMARY PURPOSE:

Responsible for the design, organization, and overall navigation of Web site. Manages Web pages 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.

SUPERVISION:

Under the general supervision of the Director of Public Information. May lead and direct the work of others.

DESCRIPTION OF WORK:

ESSENTIAL FUNCTIONS:

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 Web pages/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 Web site.
6. Assists in the development and implementation of content on Web sites; 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 Web site 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.
12. Troubleshoots a wide variety of hardware and software problems on both Mac and PC platforms.

IMPORTANT FUNCTIONS:

1. Travels to special events and helps with sound, photography, and set-up and tear downs.
2. Trains others in the use of a variety of Web and graphic software.
3. Train others on general Web practices including site design, HTML, standard coding procedures, site architecture, file structure and naming, etc.

Performs related work as required

QUALIFICATIONS REQUIRED:

Any combination of education, training, and experience providing the following knowledge, skills, and abilities:

Knowledge

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.

Abilities

Able to learn, apply, and master desktop and Internet publishing software; determine Web site 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 others.

Experience, Education, and Training

Typically requires graduation from an accredited college or university with a Bachelor's Degree in Communications, Graphics, Computer Science, Design or related degree and one year of experience in Web development. Directly related work experience may be substituted for the degree requirement on a year-for-year basis.

Physical Requirements

Performs bending, sorting, and reaching to both ground level and overhead; lifts, carries, pushes and pulls up to 40 pounds; must be able to hold and grip objects; must possess ability to effectively operate computer keyboard and/or mouse; may be subject to sitting for long periods of time.

Working Environment

Primarily indoors with heating and cooling regulated in a general office environment.

Licensing/Certification

None required.

Miscellaneous Requirements

If operating a motor vehicle for the purpose of completing job duties, must possess valid Missouri Motor Vehicle Operator’s License. Subject to emergency call-ins. Flexible schedule to accommodate special events may be required.

Last Revision: February 22, 2012	GENERAL ORDINANCE NO.
Comments: Updated Abilities	Date:

I have read the foregoing job description in its entirety and understand its contents. I can perform the essential functions outlined with or without reasonable accommodation under the Americans with Disabilities Act.

Signed: _____ **Date:** _____