

**JOB DESCRIPTION
CITY OF SPRINGFIELD**

**HUMAN RESOURCES DEPARTMENT
EMPLOYMENT AND
COMPENSATION DIVISION**

Job Title	<u>Web Designer</u>
Sch & Grade	<u>PAT-6</u>
Class Code	<u>CI27</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 content of a departmental website.

SUPERVISION:

Works under assigned departmental supervision. Coordinates as necessary with central computer technical staff assigned to web administration.

**DESCRIPTION OF WORK:
ESSENTIAL FUNCTIONS:**

1. Designs, creates, produces, implements, and maintains assigned department internal and external web pages and web applications with customized departmental template. Creates images, text, audio, animation, graphics, and video for web pages in accordance with departmental policy and the City's selected standards style manual.
2. Uses a variety of web development and other software in web design work including Dreamweaver, HTML, Flash, Photoshop, Fireworks, InDesign, Adobe Acrobat Professional, or other complex programming language. Determines size and layout arrangements based on expertise with design principles and artistic concepts.
3. Determines user's needs, strategies, and goals and develops web pages that meet those needs.
4. Integrates the work of various writers and contributors to produce a final product consistent with City editorial standards.
5. Monitors and analyzes traffic on assigned departmental websites.
6. Coordinates with contributors to the assigned department website to ensure consistency in style, tone, and quality of the sites. Edits contributed material as appropriate.
7. Uses media equipment such as scanners, digital cameras, sound recorders, and video equipment.
8. Creates brochures and other printed items as needed using desktop publishing and word processing software such as Publisher, In Design, and Word.
9. Prepares, processes, and maintains various computer generated records and reports using a variety of software programs.

IMPORTANT FUNCTIONS:

1. Keeps abreast and increases knowledge and skills of current developments of web page design through continuing education, professional reading, listservs, participation in conferences, seminars, and workshops as well as other training for professional development purposes.

Performs related work as required

QUALIFICATIONS REQUIRED:

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

Knowledge

Must have general knowledge of color theory, aesthetic design concepts, layout and design principles. Must have knowledge and skills in desktop publishing and internet publishing software which may include: Dreamweaver, Photoshop, Fireworks, Flash, InDesign, and HTML. Must stay current with web developing software and web design technologies and know how to incorporate them into existing web pages. Have a general knowledge of troubleshooting techniques for a wide variety of hardware and software problems. Knowledge of modern office practices and standard English usage.

Abilities

Design, produce and implement departmental web pages; determine web site design needs as well as write, document, edit and test applicable pages/sites; prepare clear, concise and comprehensive literature following City selected standards style manual; know how to use and apply developing web software; utilize a variety of computer software programs including demonstrating a proficiency in the use of desktop publishing and web development software; possess a strong attention to detail; follow oral and written instructions including accurately and efficiently carrying out set procedures; read, understand, and interpret a variety of information; maintain appropriate level of confidentiality for both written and verbal information; communicate effectively both verbally and in writing; 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; deal effectively and courteously with associates and the general public; present an overall professional image; 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 Graphics Arts, Web Design, Computer Science, or a related field with experience and expertise in web design; or two years of formal education from a professionally recognized web design school plus two years experience in web development. Will be required to continue web design and related training and education to stay current with technologies. Directly related work experience may be substituted for the formal education on a year-for-year basis.

Physical Requirements

Daily operates a computer keyboard and mouse; performs bending, sorting, and reaching to both ground level and overhead as required for tasks such as retrieving files; lifts and carries up to 10 pounds; pushes and pulls up to 25 pounds; holds and grips objects; may be subject to sitting for long periods of time. Must be able to visually observe and distinguish graphic pages, color and size relationship.

Working Environment

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

Licensing/Certification

None required.

Miscellaneous Requirements

Must be able to pass security background check, if applicable.

Last Revision: February 22, 2012	GENERAL ORDINANCE NO. 5692
Comments: Updated Abilities	Date: July 2, 2007

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:** _____