



## City of Irving Job Description

### Web Content Specialist

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<b>FLSA Status:</b>	EXEMPT	<b>Job Department:</b>	Communications
<b>Job Code:</b>	06301	<b>Reports To (Job Title):</b>	Communications Manager

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#### PURPOSE

Design and maintain the City's web presence.

#### ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.\*

- Develop and maintain a strategy for the organization's Web and Intranet sites based on benchmarking, goals and priorities.
- Design web pages, including code, interface, accessibility and daily usability.
- Work with web developer and City of Irving Information Technology (IT) to establish security solutions and disaster recovery plans that protect data from hackers and other cyber threats.
- Develop web design standards and practices and ensure they are followed and maintained.
- Ensure website accessibility and compliance.
- Develop and maintains policy formation and amendments.
- Create and manage content for City of Irving Web and Intranet sites.
- Assess third party Apps and their viability.
- Provide routine web/goal updates to management/leadership via presentations.
- Establish and administer web editor user accounts and permissions within web Content Management System (CMS).
- Oversee and train citywide web editors on editing and style guideline compliancy.
- Assist with web software upgrades and awareness.
- Administer listserv accounts and e-newsletter design.
- Develop basic Infopath and Adobe fillable documents based on customer request.
- Develop and maintain content for customer kiosks.

#### OTHER DUTIES AND RESPONSIBILITIES

- May chair Website Communications Committee.
- Oversee and maintain Photoshelter, the city's cloud-based photography storage initiative.
- Assist with survey development.
- Write and edit for city publications and/or assist with photography requests as needed.

## **SUPERVISORY RESPONSIBILITIES**

Functional and Technical Supervision - Regular responsibility for giving direction and guidance to employees as a lead worker, project manager or internal advisor. As an ongoing part of the position, the employee can expect to supervise approximately 1-2 employees at a given time.

## **FINANCIAL / BUDGETARY RESPONSIBILITY**

Responsible for contracts related to web technology/applications.

## **QUALIFICATIONS:**

The requirements listed below are representative of the knowledge, skill, and/or ability required.\*

### **EDUCATION**

- Equivalent to a Bachelor's degree from an accredited educational institution with major course work in information technology, programming, web design, communications, or a closely related field.

### **EXPERIENCE**

- At least one (1) years of experience designing, researching and implementing websites and web applications.

### **CERTIFICATES, LICENSES, REGISTRATIONS**

- None.

### **KNOWLEDGE OF**

- Proficiency in Associated Press Style
- Web programming languages, which includes HTML/HTML5, CSS, Javascript, PHP, ASP
- Web Editing Software Flexibility: Comfort editing in multiple environments, including, but not limited to: CMS, Dreamweaver, Contribute or equivalent programming script environment.
- Graphic Design and Industry Software: Agile/proficient in Adobe Contribute, Dreamweaver, Illustrator, InDesign Photoshop and Professional.
- Computer networks, with a working comfort level in Windows as well as Mac OS X platforms.

### **SKILLS AND ABILITIES IN**

- Complex Problem-Solving: Identifying problems and reviewing related information to develop and evaluate options and implement solutions.
- Judgment & Decision-Making: Weighing the relative costs / benefits of a potential action, which includes researching cost and time-savings within project scope.
- Accuracy: Paying attention to detail in dealing with numbers, words, and ideas. This includes detail scrutiny in *coding*.

- Information Organization: Finding ways to structure or classify multiple pieces of information.
- Functional supervision: Motivating, developing and directing people as they work.
- Group Facilitation / Cooperation: Establishing and maintaining positive working relationships with work-related contacts; working closely with multiple teams.
- Research: Conducting inquiry, which may include design and measurement, sampling and surveying, and data handling by the use of computers
- Interactive Presentation: Effectively presenting information to groups and responding to questions.
- Written Expression: Communicating information and ideas in writing so others will understand.
- Self-Management: Working independently and without supervision. This position requires a “motivated self-starter.”
- System Ability: Multi-tasking by working with multiple software packages simultaneously.
- Prioritization: Selecting, from multiple options, activities to achieve a goal.
- Time Management: Managing time wisely to complete assignments on time. Note: This job is fast-paced, with a constant stream of deadlines.

## **GUIDANCE RECEIVED**

### **Direction and Varied Methods**

Typically receives general direction about assignments and work results to be attained. Requires judgment to determine which methods apply and what data/information should be considered. Position must think through how issues can be addressed within existing policies and procedures and may assist others with more complex work methods and problems.

## **CONTACTS**

This position interacts with various city staff, as well as, vendors.

## **EQUIPMENT AND PROPERTY**

This position regularly utilizes a personal computer/laptop, camera equipment, and an overhead projector

## **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.\*

No strenuous physical demands reported.

## **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.\*

The noise level in the work environment is usually quiet.

\* Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Note:** A class specification is a general listing of duties, responsibilities, knowledge, skills, and abilities required of an incumbent assigned to a particular class of work. There may be one or multiple positions assigned to a single classification; therefore, the class specification lists those work attributes that are common to every incumbent in the class.