



City of Irving Job Description

Web Designer

FLSA Status:	EXEMPT	Job Department:	Communications
Job Code:	C301	Reports To (Job Title):	Communications Manager

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.