

WEB ASSISTANT

DISTINGUISHING FEATURES OF THE CLASS: This position involves responsibility of highlighting the City of Albany via website pages, graphics and social media for multiple departments including working directly with the Mayor's Office. The incumbent should possess solid organizational skills, along with knowledge of project management and graphic design concepts. An individual in this position must keep current with internet and social media trends, and recommend appropriate database management techniques. Work is performed under the general direction of the Director of Special Events.

TYPICAL WORK ACTIVITIES:

- Serves as web liaison for department information on website(s);
- Designs, creates, implements, manipulates and integrates website pages and graphics that are visually compelling and technically efficient;
- Monitors, analyzes and reports on website traffic;
- Tracks and evaluates new standards, techniques and trends in website layout, design, content and delivery;
- Assesses and itemizes costs for website enhancements and modifications;
- Coordinates web projects timelines and reviews project schedules with web provider/host and department personnel to ensure timeframes are appropriate and can be met;
- Responds to technical issues of site administration and infrastructure issues when needed;
- Coordinates social media goals and timelines with departments to promote events and information;
- Confers with department heads or designee to ascertain the nature of projects, the form of source information and required results;
- Coordinates City of Albany proclamations for online access;
- Enters and retrieves information in an automated information system;
- Performs related work as required.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

- Good knowledge of the use and operation of micro-computers and related peripheral equipment;
- Good knowledge of Adobe Photoshop, Freehand, Fireworks, Macromedia, etc;
- Good knowledge of Java, Javascript, HTML, search engines and Web management tools, including content management systems;
- Good knowledge of systems analysis, applicable to Web programming;
- Good knowledge of conversion of existing images (TIFF, BMP, JPG, GIF) for online use;
- Working knowledge of audio/visual software and equipment such as digital cameras, camcorders and other assorted digital media;

- Working knowledge of HTML and Web utilities (i.e. Web browsers, FTP, audio);
- Skill in Web authoring;
- Strong analytical and diagnostic skills;
- Ability to investigate complex problems and develop appropriate solutions;
- Ability to plan and implement complex action planning;
- Ability to understand and follow oral and written instructions;
- Ability to establish and maintain working relationships;
- Creativity;
- Physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS: Either

A) Graduation from a regionally accredited or New York State registered college or university with a Bachelor Degree (or higher), **AND** one (1) year full time paid of experience in the authoring of Website pages (i.e. designing, creating, implementing, manipulating and integrating Website pages and graphics); **OR**

B) Graduation from a regionally accredited or New York State registered college with an Associate's Degree, **AND** three (3) years of experience as outlined in (A) above; **OR**

C) An equivalent combination of training and experience, as defined by the limits of A) and B) above.

NOTE: Verifiable part-time will be pro-rated toward meeting full-time experience requirements.