

WEBMASTER

DISTINGUISHING FEATURES OF THE CLASS: This position involves responsibility for the maintenance of Website pages, graphics and social media for the City of Albany. The incumbent should possess solid organizational skills, along with knowledge of project management, software development, graphic design and network configurations. An individual in this position must keep current with internet and social media trends, and recommend appropriate implementations of new technologies and database management techniques. Work is performed under the general direction of the direction of the Chief Information Technology Officer.

TYPICAL WORK ACTIVITIES:

- Designs, creates, implements, manipulates and integrates Website pages and graphics that are visually compelling, and technically efficient;
- Prepares a long-term plan for Web site development and presence, including standards and guidelines for content, based on business goals and input from stakeholders;
- Manages the acquisition and ongoing maintenance of the city's domain names with the appropriate registrars;
- Monitor, analyze, and report on Website traffic;
- Track and evaluate new standards, techniques and trends in Web site development, design and delivery;
- Assess and itemize costs for Web site enhancements and modifications;
- Meets with departments to determine their Website needs and analyzes requests;
- Coordinates Web project 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 server architecture, mirroring, security, statistics reporting, site administration, and infrastructure issues;
- Evaluates and recommends new hardware/software, in conjunction with the administration of Internet Web solutions;
- Oversees and coordinates technical issues involving back-end databases;
- Confers with department heads or designee to ascertain the nature of projects, the form of source information and required results;
- 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.