



Midpeninsula Regional Open Space District

WEB ADMINISTRATOR

DEFINITION

Under general direction, performs a variety of website administration duties, including managing content, graphics, and text, building District brand awareness, ensuring ease of accessibility and use, and engaging users to visit District open spaces and volunteer; creates, develops, and maintains the District's public website and other web properties; evaluates, researches, designs and implements hardware and software improvements related to the District's website and its related systems and equipment; provides technical and content management support to District staff; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Media Communications Supervisor. Exercises general supervision over assigned interns and volunteers, and may provide technical and functional direction to lower-level staff.

CLASS CHARACTERISTICS

This is a single-position, professional classification responsible for overseeing and administering the District's web content, systems, and equipment. Incumbents are expected to possess advanced knowledge of website administration, content development, manipulation, and finalization. This incumbent has the authority to adapt specific program procedures and activities to meet the needs of the District and incorporate technological advances. The work requires the frequent use of tact and judgment, good knowledge of District-wide operations, and the ability to conduct independent projects and programs. This class is further distinguished from Media Communications Supervisor in that the latter has overall management responsibility for all public and media communication and outreach programs, functions, and activities.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Administers, maintains, and updates the District's website; receives and responds to staff requests, information, and questions in order to update web content.
- Maintains and updates District website design and usability by determining site architecture, setting and monitoring application of display standards, managing the site development and upgrade process, developing and maintaining links, reviewing requests for changes from District staff, and designing and editing content.
- Assists District departments and staff with the website content by working with staff to modify and finalize content; writes web content such as abstracts or summaries of information posted on the District's website.
- Ensures that all website content is uploaded to the site on a timely basis, refreshed and updated according to the content schedule, and that information and the website's design flow adheres to branding specifications and is conducive to a user-friendly find/view pattern.
- Improves the website by evaluating current web implementation, analyzing user feedback, researching new technology and trends, and testing new applications and equipment.

- Utilizes a wide range of software programs and hardware in order to successfully complete projects; converts text and/or images into a web-appropriate format using a variety of software applications and programming languages.
- Conceptualizes and prepares preliminary designs through final products and translates abstract ideas into viable formats for various design products.
- Creates, edits, and proofreads text, as necessary, to ensure accurate and effective communication.
- Maintains responsibility for the overall navigational design of the website, and participates in planning strategies to disseminate information to the public in an effective and positive manner; participates in designing programs and materials to enhance the District's image and maximize public awareness of programs and services available.
- Maintains an understanding of current web technologies through continuing education, reading, or participation in professional conferences, workshops, or groups.
- Assists in the implementation of goals, objectives, policies, procedures, and work standards for the District, including recommending improvements as it relates to the web, graphic design, and related areas.
- Plans, organizes, assigns, supervises, and reviews the work of assigned interns and volunteers performing website content coordination and development work.
- Selects and trains new interns and volunteers, and evaluates assigned volunteer performance.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles and practices of effective web design and layout, from both server and client perspectives, including user interface and navigation.
- Applications and functions of computer hardware, software, and peripheral devices.
- Database programs such as MS SQL Server and MS Access.
- Graphic programs such as InDesign CS, MS Office 2000, Microsoft Publisher, Adobe Acrobat, Adobe Photoshop, Adobe Dreamweaver, and Microsoft PowerPoint
- Web development languages and content management systems such as HTML, ColdFusion, .NET, Java Script, ASP, XML, CSS, and various others, as well as current browsers, and other merging web technologies.
- Business analysis and software development tools and methodology.
- Modern office practices, methods, and computer equipment and applications related to the work.
- Record keeping principles and procedures.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and District staff.

Ability to:

- Develop, maintain, and update website content, lay-out, and usability.
- Effectively integrate front-end templates with back-end functionality.
- Analyze and evaluate data, formulate proposals, and implement computer system plans.
- Provide guidance and training to District staff and assigned interns and volunteers.
- Learn to use new and existing software and hardware.
- Present effective training programs and train users in the application and use of computer software.
- Compose clear and concise correspondence and reports.
- Understand and follow oral and written instructions.
- Make accurate arithmetic, financial, and statistical computations.
- Establish and maintain a variety of filing, record-keeping, and tracking systems.

- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to graduation from an accredited four-year college or university with major coursework in journalism, public relations, marketing, computer science, information systems, or a related field, and three (3) years of increasingly responsible experience in web/interactive design, administration, and development.

Licenses and Certifications:

- None.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing in and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 25 pounds.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

EFFECTIVE: December 2011
REVISED: November 2013
FLSA: Exempt