

## WEB SPECIALIST

### DEFINITION

Under direction of the Technology Services Director or designated manager, coordinates the design, development, programming, and maintenance of the City of Hayward's Internet and Intranet web sites. Includes web site security, effectiveness, efficiency, appeal and troubleshooting to achieve optimal performance.

### DISTINGUISHING CHARACTERISTICS

This position performs the professional and technical duties related to the development of the City's web site strategies and services and the coordination of on-line placement and maintenance of municipal information. The incumbent exercises significant discretion and latitude of judgment in the development, formulation and implementation of policies and procedures for the web site.

### SUPERVISION RECEIVED AND EXERCISED

Receives direction from the Technology Services Director, or designated manager. May exercise technical supervision and provide lead direction and training for support staff.

### ESSENTIAL DUTIES: Duties may include, but are not limited to the following:

Ensures the clear, comprehensive and accurate presentation of the City's on-line presence in the Internet/Intranet web sites. Designs, develops and maintains web site documents, templates, graphics and navigational tools.

Evaluates, recommends and implements content and design improvements of current web sites to increase effectiveness and efficiency. Incorporates new web technology, features and functionalities into the sites.

Provides support to the City's Internet/Intranet site through the monitoring of software licenses to insure compliance and quality control of the site including maintenance of existing and future links.

Maintains standards and procedures for web page design and site maintenance; participate in the research and specification for new software and prepare documentation for new systems and changes to existing systems in accordance with established industry best practices, standards and procedures.

Works with staff from City departments to gather information required to develop, implement and maintain the City's web strategies and services.

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Consults with user departments to obtain input relative to web page design.

Provides training and technical support to staff; answers technical questions from users.

Keeps current with the most recent web site development and design issues and monitors the web sites of other municipalities.

Coordinate with staff in the Technology Services Department to maintain a successful infrastructure support for web applications.

### JOB RELATED AND ESSENTIAL QUALIFICATIONS

#### Knowledge of:

Extensive knowledge of web design, development and maintenance.

Extensive knowledge of HTML, DHTML, Java Script and computer generated graphics.

Techniques used to develop Internet/Intranet web sites.

A variety of current and emerging software tools, languages, techniques and software packages.

Techniques of e-government and e-commerce development and implementation.

Web server and browser technologies.

Web management tools.

Functions and operations of web systems and security, including firewall configuration.

Fundamental techniques of CGI and Perl programming.

Basics of Linux, Windows NT Unix operating systems.

Working knowledge of WAN and LAN.

Principles of problem solving, project management, training, research and policy development.

Working on multiple assignments simultaneously and meet established guidelines.

Current literature, trends, developments and technical aspects in internet development.

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Ability To:

Analyze, develop, design and maintain internet/intranet web sites.

Ability to use software tools for internet/intranet documentation creation and graphics presentation.

Implement standards and procedures for web site and web page development.

Train staff in the use web applications and operating procedures.

Learn and use new technology related to web site and web page design and maintenance.

Coordinate functions and activities between user departments and Technology Services.

Prepare complex reports of general or technical nature.

Develop test plans to test all aspects of web site functionality.

EXPERIENCE AND EDUCATION

Any combination of experience and education that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience: Four years experience in computer science, web site management, development, design, and programming.

Experience with city government web sites desirable.

Education: Equivalent to graduation from an accredited college or university with a Bachelor's degree in computer science, information systems, or closely related field is highly desirable.

SPECIAL REQUIREMENTS: Essential duties require the following abilities: ability to work in a standard office environment; perform various physical activities on a continuous basis including sitting, standing and walking. Must be available for overtime work.

PROBATIONARY PERIOD: One Year

June 2002

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AAP GROUP: 16

FPPC STATUS: Designated

FLSA STATUS: Exempt