September, 2005 **CITY OF ROCKLIN**

WEBSITE ADMINISTRATOR

DEFINITION

Under general direction, coordinates the design, development, maintenance, and support of the City of Rocklin's website. Acts as a resource and advisor to departments; presents the City of Rocklin, via the city website and other means of communication, as a city of highest quality, in order to attract business and provide readily accessible information for residents and other customers; and performs related work as required.

CLASS CHARACTERISTICS

This is a single-position classification. The incumbent reports to the Assistant City Manager or his/her designee, and may provide lead direction and supervision to support staff on assigned projects. The incumbent works closely with the Information Systems Division Manager on matters relating to hardware/software, system enhancements, etc.

EXAMPLES OF DUTIES (Illustrative Only)

- Working with website consultant(s), Information Systems, and other City staff, performs routine daily, weekly, and periodic major and minor updates of online information; maintains and provides support for the website, including adding and creating links and writing software routines
- Designs, develops, and deploys content using web design software. Determines appropriate compression techniques, resolutions, sizes, and color to ensure that images are delivered to the viewer at a sufficiently high speed, quality, and appearance
- Works closely with all City staff to gather information required in order to develop, implement, and maintain the City's web strategies and services
- Monitors other public and private sector websites to ensure that the City's website provides similar information
- Provides assistance to maintain website format and navigation to ensure continuity and standardization, and to provide for ease of updating
- Manages special website and other internet and intranet projects and applications
- Evaluates, tracks, and reports usage of the City's website, and recommends improvements for increased effectiveness and efficiency
- Confers with members of the community who are experiencing problems accessing the City's website; troubleshoots to fix problems or recommends other solutions. Checks reported bugs and problems and takes appropriate corrective action
- Manages contract development and the selection and work of contractors and consultants for webpage design and/or hosting; monitors contract compliance, and evaluates performance and work product

QUALIFICATIONS

Knowledge of

- Relevant technology for websites, including website design, development concepts, management tools, operations, database, content publishing, and related internet technologies and protocols
- A variety of current and emerging software tools, languages, techniques, and software packages
- Web related issues such as legal accessibility requirements, relevant copyright and privacy laws, and limitations of the web environment
- Survey and research techniques, methods, and procedures
- Principles of soliciting proposals and contract development, negotiation, and administration
- Principles and practices of project management
- City organization and functions; laws, rules and regulations governing assigned activities
- Correct English grammar, spelling, punctuation

Skill in

- Maintaining and supporting internet/intranet websites
- Designing user interfaces using HTML and CSS
- Creating images using applications such as Adobe Photoshop
- Building dynamic websites using ASP, ASP.NET, and JavaScript
- Utilizing Microsoft SQL Server 2000 database design, T-SQL, Data Transformation Services, Microsoft Internet Information Services, and Civica
- Implementing tools, technologies, and processes to support web applications
- Directing, coordinating, and managing large-scale website design projects
- Learning and applying new technologies
- Coordinating and managing the work performed by outside consultants
- Preparing written analysis, evaluation, summaries, recommendations, correspondence and reports
- Explaining technical issues and concepts to non-technically proficient users, staff, and vendors
- Preparing and presenting clear, concise and logical written and oral reports
- Communicating effectively, clearly, and concisely, orally and in writing
- Establishing and maintaining effective working relationships with those contacted in the course of the work

A typical way of gaining the knowledge and skills outlined above is:

- Equivalent to a Bachelor's degree in information systems, business administration, or closely related field, with coursework in website design, development, and management, and four years full-time professional experience in website design, development, and administration, preferably in a public agency.

LICENSES AND CERTIFICATES

Possession of a valid California driver's license.
Microsoft Certified Applications Developer (MCAD) certification highly desirable.

PHYSICAL DEMANDS

Mobility to work in a standard office environment, use standard office equipment and attend off-site meetings. On an intermittent basis, sit at a desk for long periods of time; intermittently walk, stand, bend, squat, twist and reach while performing office duties; lift light to moderately heavy weights. Manual dexterity to use standard office equipment and supplies and to manipulate both single sheets of paper and large document holders (binders, manuals, etc.); vision to read handwritten and printed materials and a computer screen; hearing and speech to communicate in person and by telephone.

FLSA: E

This job specification should not be construed to imply that these requirements are the exclusive standards of the position. Not all duties are necessarily performed by each incumbent. Additionally, incumbents may be required to follow any other instructions and to perform any other related duties as may be required by their supervisor.