

## **WEBMASTER**

Code No.: 4-20-031  
COMPETITIVE

**DISTINGUISHING FEATURES OF THE CLASS:** This position functions as the Webmaster for an agency and is responsible for developing, implementing and maintaining a World Wide Web Page on the Internet. Duties involve initiating, developing, and creating Web sites including graphic design and layout. Duties also involve minor programming, troubleshooting, and maintenance on the system's software and hardware. The employee reports directly to, and works under the general supervision of an administrative staff member. Does related work as required.

**TYPICAL WORK ACTIVITIES:** (All need not be performed in a given position. Other related activities may be performed although not listed.)

Develops, implements and maintains a World Wide Web Page on the Internet;

Develops, creates, designs and lays out the Web site;

Serves as content manager;

Approves/posts copy/updates on the Internet on a daily, weekly, monthly and seasonal basis;

Receives, reviews and edits text from staff for insertion into Web site;

Designs and organizes content to meet agency communication, goals, needs, and standards;

Develops and loads graphics, text, and photographs;

Develops and conducts training to agency staff on Web site usage and content updating (ex. add, delete, and revise posted content);

Identifies Web opportunities to promote programs;

Works closely with agency staff to identify and develop appropriate topics for the World Wide Web and develops new pages;

Performs minor programming, troubleshooting, and maintenance on hardware and software;

Performs minor troubleshooting on office computer equipment and network problems;

Maintains records, reports, and files.

**FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:** Good knowledge of current World Wide Web interactive software; good knowledge of Web design and layout; good knowledge of public relations principles and practices; good knowledge of the techniques of preparing information for posting on the World Wide Web; artistic ability; ability to work with staff to develop and update appropriate topics and copy for the World Wide Web; ability to develop and provide training to Web users; ability to communicate effectively orally and in writing; analytical ability; ability to troubleshoot and perform minor maintenance on computer hardware and software; ability to establish and maintain effective professional relationships; good judgment; physical condition commensurate with the demands of the position.

**MINIMUM QUALIFICATIONS:** Graduation from high school or possession of an equivalency diploma PLUS either:

- (A) Graduation from a regionally accredited or New York State registered college or university with a Master's degree in a computer science or information technology field, or Film, Multimedia, or Graphic Design or closely related field; OR,
- (B) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's degree in one of the fields mentioned in (A) above plus two (2) years paid full-time or its part-time equivalent experience in website development and maintenance; OR,
- (C) Graduation from a regionally accredited or New York State registered college or university with an Associate's degree in one of the fields mentioned in (A) above plus four (4) years paid full-time or its part-time equivalent experience as described in (B) above; OR,
- (D) Six (6) years paid full-time or its part-time equivalent experience as described in (B) above; OR,
- (E) An equivalent combination of education and experience defined by the limits of (A), (B), (C), and (D) above.

**SPECIAL REQUIREMENTS:** If you are appointed you will be required to have a valid license to operate a motor vehicle in New York State or otherwise demonstrate your capacity of meet the transportation needs of the position.

Monroe County Civil Service Commission

**ADOPTED:** April 7, 2005

**REVISED:** November 8, 2018