CITY OF POCATELLO
CLASSIFICATION SPECIFICATION

Webmaster	
Department: Information Technology	**Reports to: Chief Information Officer** **Pay Grade: H13**
Date Established: 3/2014	**Date Revised: 12/2017** **FLSA Status: Exempt**

CLASSIFICATION SUMMARY

The Webmaster is ultimately responsible for ensuring that the City's websites (Internet (Public) and Intranet (Internal)) are easy to navigate and that they address the needs of the City and its departments. The primary work consists of designing, monitoring, improving and updating the websites, and their performance. The job also maintains and monitors related social media and maintains the City's site for communications and dissemination of public information and internal communications.

The job requires technical expertise to answer questions about or troubleshoot problems with the website and the ability to work and communicate well with others. The job requires demonstrated experience in web design and programming and social media platforms.

The work environment is a department office environment. The noise level is generally moderate.

ESSENTIAL DUTIES AND RESPONSIBILITIES *(illustrative only and may vary by assignment)*

Designs, monitors, improves and updates websites. Utilizes programming languages such as C++, ASP.net framework, Classic ASP, and PHP scripting languages such as JavaScript and configures web servers such as Internet Information Services (IIS).

Maintains databases such as SQL Server and MySQL and creates tables to hold data.

Ensures the server and browsers can properly handle e-mail, transmit news, and download files. Examines and analyzes site traffic. Regulates and manages access rights of different users on the website.

Creates graphic designs and lays out content on web pages. Randomly checks website for parts that are difficult to use. Fixes broken links. Tests different browsers and ensures all authorized people can access the website.

Maintains current knowledge of changing technical standards in areas such as HTML (hypertext markup language), CSS (cascading style sheets), HTTP (hyper-text transfer protocol), and XML (extensible markup language) that affect the workings of the websites.

Maintains the City's internal website to provide information and collaboration for City employees.

Assists City departments with posting information to the website and social media outlets.

Updates City website design and programs to ensure website is running current computer and internet applications for public access.

Assists the City in compliance with state open meetings law and other applicable statutes.

Maintains records, logs, and documents of postings, upgrades, and system operations.

Creates PDF documents as fillable forms. Assists with the configuration of third-party web software such as SunGard applications.

Performs other duties as assigned. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this position at any time.

CLASSIFICATION REQUIREMENTS
The requirements listed below are representative of the minimum knowledge, skill, and/or ability required for an individual to satisfactorily perform each essential duty satisfactorily and be successful in the position.
Knowledge of:
- Operation of the City's information technology systems;
- Methods and techniques of the creation, maintenance, and updating of the City's websites;
- Methods, techniques, and objectives of public communication through websites and related social media;
- Webpage formatting and styling, graphic design, development, server administration, networking, security, and programming;
- Methods and techniques of maintaining system security, including virus and malware protection;
- Operation of standard office equipment;
- Customer service methods, techniques, and objectives;
- Federal (OSHA) regulations and City policies regarding safe work practices;
- Operation of a personal computer and job-related software applications.

Skill and Ability to:
- Install, maintain, and upgrade the City's websites to provide public information, access, and communications;
- Maintain, troubleshoot, and upgrade the City's internal website;
- Perform scheduled system upgrades;
- Maintain system security, virus, and malware protections;
- Create and post editorial content;
- Assist City employees and departments with website functions;
- Maintain records, logs, and documents of postings, upgrades, and system operations;
- Provide efficient customer service;
- Operate basic office equipment;
- Operate a personal computer and job-related software and applications;
- Maintain a professional demeanor at all times;
- Communicate effectively in the English language at a level necessary for efficient job performance;
- Complete assignments in a timely fashion; understand and comply with all rules, policies and regulations;
- Perform all duties in accordance with City policies and procedures with regard for personal safety and that of other employees and the public.

ACCEPTABLE EXPERIENCE, TRAINING, LICENSES AND/OR CERTIFICATIONS
- Associates Degree in Computer Science, web development or a related field is required and a Bachelor's Degree is preferred; and
- Two (2) years of experience in web design and programming, webpage coding and styling, graphic design, and database design and development.

An equivalent combination of education and experience that provides the required skills, knowledge and abilities to successfully perform the essential functions of the position may be considered.

PHYSICAL REQUIREMENTS
While performing the duties of this classification, the employee is frequently required to stand, walk, sit, stoop, kneel, bend, use hands to handle materials, manipulate tools, keyboard and type, reach with hands

and arms, and operate job-related equipment. The employee must occasionally lift and/or move up to 25 pounds with assistance. Sufficient visual acuity and hearing capacity to perform the essential functions and interact with the public is required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.