Job Title: Webmaster

Department: City Manager

Immediate Supervisor: Communications Manager

Origination Date:	**05/10/2006**
Revision Date:	**07/01/2008**
Job Grade:	**605**
FLSA Status:	**Exempt**

BRIEF DESCRIPTION OF THE JOB:

Responsible for writing, editing, designing, maintaining, updating, promoting, and managing the City's internet and intranet websites; creating any related database applications and writing any program code needed to make the website interactive and meet department objectives; and completely revamping the current website to make the web more functional and easier to navigate in keeping with changing industry standards. Develops, designs, maintains, and administers content management system for City intranet site and integrates it into culture of the City. Takes leadership role in generating new and exciting web content, promotions and campaigns for both internet and intranet.

ESSENTIAL FUNCTIONS:

This information is intended to be descriptive of the key responsibilities of the position. The following examples do not identify all duties performed by any single incumbent.

	Physical Strength Code	ESSENTIAL FUNCTIONS
1	S	Designs, creates and manages the City's internet website to include overall look, design, format, function and navigation utilizing content management system; researches and writes content and creates new pages while keeping all pages current on the site.
2	S	Designs, creates, and manages the City's intranet website to include overall look, design, format, function, and navigation utilizing content management system; researches and writes content and creates new pages while keeping all pages current on the site; and introduces it to all departments and promotes its integration into the City culture.
3	S	Strategizes with requesting departments to identify, define, and develop website content to best achieve their web communication objectives; develops and conducts training on internet use, intranet-related City policies, and web site content; and serves as project lead and resource for core team of Web authors and publishers.
4	S	Creates graphics/maps for the website using varied graphics software/applications; and formats photographs and graphics submitted for use on the website.
5	S	Applies principles, best practices, methods, techniques, and programming languages utilizing HTML, DHTML, ASP, PHP, JAVA, JAVASCRIPT, Cold Fusion, and Dreamweaver to make the website interactive; and creates any interactive web-based forms.
6	S	Develops backend databases utilizing SQL, Access, and Lotus Notes to generate queries and reports; and recommends policies and standards on website content and generates activity reports as requested.

	Physical Strength Code	ESSENTIAL FUNCTIONS
7	S	Serves as technical liaison with host of website and evaluates and recommends any computer software or content management modules that are needed to meet the objectives of the website.
8	S	Strategizes on how best to meet City-wide communication campaign goals electronically including implementation of multimedia solutions such as web cams, streaming video, animation, and audio clips for the website.
9	S	Maintains the City's internet and intranet website from a security standpoint, making sure to adhere to appropriate security procedures developed by IT Dept.
10	S	Creates and administers user accounts on the City's internet and intranet sites.
11	S	Analyzes Web Trend reports on a monthly basis to ensure most viewed pages are easily found on website and modify accordingly to keep current with the latest trends.
12	S	Strategizes to develop a marketing plan to promote the City's websites.

JOB REQUIREMENTS:

JOB REQUIREMENTS	
Formal Education / Knowledge	Work requires knowledge of a specific vocational, administrative, or technical nature which may be obtained with a two year associate's degree, diploma or equivalent from a college, technical, business, vocational, or correspondence school. Appropriate certification may be awarded upon satisfactory completion of advanced study or training.
Experience	Minimum two year's experience in a related field.
Certifications and Other Requirements	Valid Driver's License
Reading	Work requires the ability to read general correspondence, memorandums, reports, and letters at a college level.
Math	Work requires the ability to perform general math calculations such as addition, subtraction, multiplication, and division.
Writing	Work requires the ability to write articles for publication, correspondence, memorandums, and reports at a college level.
Managerial	Job has no responsibility for the direction or supervision of others but may provide advice/direction to an employee with less experience/skill or tenure.
Policy / Decision Making	Moderate - The employee normally performs the duty assignment according to his or her own judgment, requesting supervisory assistance only when necessary. Projects and daily work are managed with little oversight, however special assignments and significant work products may be reviewed upon completion. Typically positions in this category are supervisor to mid-management jobs.
Budget Responsibility	Moderate - Supports the preparation of budget documents; may do research to justify data used in documents for a unit or division of a department. May recommend budget allocations. Often compiles data and/or enters or oversees data entry. May have responsibility for monitoring budget expenditures (typically non-discretionary expenditures).
Technical Skills	Comprehensive Application - Work requires a comprehensive, practical knowledge of a technical field with use of analytical judgment and decision-making abilities appropriate to the work environment of the organization.
Interpersonal / Human Relations Skills	Moderate - In addition to the sharing of information, interactions at this level may also include providing advice to others outside direct reporting relationships on specific problems or general policies/procedures. In many of the interactions, contacts may require the consideration of different points of view to reach agreement. Elements of persuasion may be necessary to gain cooperation and acceptance of ideas.

City of Goodyear, Arizona

Physical Demands

Frequency Code Scale

N = Never	R = Rarely	O = Occasionally	F = Frequently	C = Constantly
Never occurs	Less than 1 hour/week	Up to 1/3 of the time	From 1/3 to 2/3 of the time	2/3 or more of the time

Physical Demand	Frequency Code (Mark only one)	Description: (Check all that apply)
Standing	☐ N ☐ R ☒ O ☐ F ☐ C	☒ Making presentations ☐ Observing work site ☐ Observing work duties ☒ Communicating with co-workers
Fine Dexterity	☐ N ☐ R ☐ O ☐ F ☒ C	☒ Computer keyboard ☒ Telephone keypad ☐ Calculator ☐ Calibrating equipment
Walking	☐ N ☐ R ☒ O ☐ F ☐ C	☒ To other departments/offices ☐ Around work site
Lifting	☐ N ☒ R ☐ O ☐ F ☐ C	☐ Supplies ☐ Equipment ☒ Files
Carrying	☐ N ☒ R ☐ O ☐ F ☐ C	☐ Supplies ☐ Equipment ☒ Files
Sitting	☐ N ☐ R ☐ O ☒ F ☐ C	☒ Desk work ☒ Meetings ☒ Driving
Reaching	☐ N ☐ R ☒ O ☐ F ☐ C	☒ For supplies ☒ For files
Handling	☐ N ☐ R ☒ O ☐ F ☐ C	☒ Paperwork ☐ Monies
Kneeling	☐ N ☐ R ☒ O ☐ F ☐ C	☒ Filing in lower drawers ☐ Retrieving items from lower shelves/ground
Crawling	☒ N ☐ R ☐ O ☐ F ☐ C	☐ Under equipment ☐ Inside attics/pipes/ditches

Physical Demand	Frequency Code (Mark only one)	Description: (Check all that apply)
Pushing/ Pulling	☐ N ☐ R ☒ O ☐ F ☐ C	☒ File drawers ☐ Equipment ☐ Tables and chairs ☐ Hoses
Climbing	☐ N ☒ R ☐ O ☐ F ☐ C	☒ Stairs ☐ Ladders ☐ Step stools ☐ Onto equipment
Vision	☐ N ☐ R ☐ O ☐ F ☒ C	☒ Reading ☒ Computer screen ☒ Driving ☐ Observing work site
Foot Controls	☐ N ☐ R ☒ O ☐ F ☐ C	☒ Driving ☐ Operating heavy equipment ☐ Operating Dictaphone
Balancing	☒ N ☐ R ☐ O ☐ F ☐ C	☐ On ladders ☐ On equipment ☐ On step stools
Bending	☐ N ☐ R ☒ O ☐ F ☐ C	☒ Filing in lower drawers ☐ Retrieving items from lower shelves/ground ☐ Making repairs
Crouching	☐ N ☐ R ☒ O ☐ F ☐ C	☒ Filing in lower drawers ☐ Retrieving items from lower shelves/ground
Hearing	☐ N ☐ R ☐ O ☒ F ☐ C	☒ Communicating via telephone/radio, to co-workers/public ☐ Listening to equipment
Twisting	☐ N ☐ R ☒ O ☐ F ☐ C	☒ From computer to telephone ☐ Getting inside vehicle
Talking	☐ N ☐ R ☐ O ☒ F ☐ C	☒ Communicating via telephone/radio, to co-workers/public
Other		(Explain)

Physical Demands (continued)

Machines, Tools, Equipment and Work Aids:

Copier, fax, telephone, calculator, vehicle.

Computer Equipment and Software:

PC, printer, scanner, Microsoft Office Suite, Adobe Creative Suite, Pinnacle Video Editing Software, Lotus Notes.

Environmental Factors:

Environmental Conditions	Never	Seasonally	Several Times Per Month	Several Times Per Week	Daily
Extreme temperature (heat, cold, extreme temp. changes from outside work)	☒	☐	☐	☐	☐
Wetness and/or humidity (bodily discomfort from moisture)	☒	☐	☐	☐	☐
Respiratory hazards (fumes, gases, chemicals, dust and dirt)	☒	☐	☐	☐	☐
Noise and vibration (sufficient to cause hearing loss)	☒	☐	☐	☐	☐
Physical hazards (high voltage, dangerous machinery, aggressive prisoners, patients – not customers)	☒	☐	☐	☐	☐

Health and Safety Conditions:

Health and Safety Conditions	N = Never	R = Rarely	O = Occasionally	F = Frequently	C = Constantly
	Never occurs	Less than 1 hour per week	1/3 or more of the time	From 1/3 to 2/3 of the time	2/3 or more of the time
Mechanical hazards	☒	☐	☐	☐	☐
Chemical hazards	☒	☐	☐	☐	☐
Electrical hazards	☒	☐	☐	☐	☐
Fire hazards	☒	☐	☐	☐	☐
Explosives	☒	☐	☐	☐	☐
Communicable diseases	☒	☐	☐	☐	☐
Physical danger or abuse	☒	☐	☐	☐	☐
Other (specify)	☐	☐	☐	☐	☐

Primary Work Location:

☒ Office Environment
☐ Warehouse
☐ Shop
☐ Vehicle
☐ Recreation Centers/Neighborhood Centers
☐ Outdoors
☐ Other (Specify)

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Protective Equipment Required:

N/A

Job Demands

Overall Strength Demands:

Overall Strength Demands	
☒ Sedentary	Exerting up to 10 pounds occasionally or negligible weights frequently; sitting most of the time.
☐ Light	Exerting up to 20 pounds occasionally, 10 pounds frequently, or negligible amounts constantly AND/OR walking or standing to a significant degree.
☐ Medium	Exerting 20-50 pounds occasionally, 10-25 pounds frequently, or up to 10 pounds constantly.
☐ Heavy	Exerting 50-100 pounds occasionally, 25-50 pounds frequently, or from 10 up to 20 pounds constantly.
☐ Very Heavy	Exerting over 100 pounds occasionally, 50-100 pounds frequently, or from 20 up to 50 pounds constantly.

Non-physical Demands:

Non-physical Demands	Frequently	Occasionally	Rarely	Never
Time Pressures	☒	☐	☐	☐
Emergency Situations	☐	☐	☒	☐
Frequent Change of Tasks	☒	☐	☐	☐
Irregular Schedule/Overtime	☐	☒	☐	☐
Performing Multiple Tasks Simultaneously	☒	☐	☐	☐
Working Closely with Others as Part of a Team	☐	☒	☐	☐
Tedious or Exacting Work	☒	☐	☐	☐
Noisy/Distracting Environment	☐	☐	☒	☐
Other (Describe below.)	☐	☐	☐	☐

EXPECTED BEHAVIOR:

Staff – Expected Behavior

The employee is expected to embrace, support, and promote the City's values, beliefs, and culture Which include but are not limited to the following:

- Be positive. Do not participate in gossip
- Maintain confidentiality
- Walk the talk – uphold and live the Goodyear culture
- Encourage positive feedback
- Be accountable – submit responses to all requests for information by due date and meet deadlines
- Support a learning culture
- Be on time for all meetings
- Create and implement ethical standards for your worksite
- Be fiscally responsible
- Support the City's values and mission
- Let common sense prevail
- Be visionary – anticipate issues
- Support organizational change
- Establish and maintain positive and effective working relationships with co-workers, supervisors, subordinates, contractors and vendors
- Understand City policies and procedures, make rational decisions/recommendations in accordance with established policy.
- Work in a safe manner and report unsafe activities and conditions. Follow the City-wide safety policy and everyone's responsibility. Make it a critical part of the day to day operations.
- Foster teamwork and actively participate on teams and in City activities
- Lead by example
- Provide outstanding customer service to internal and external customers

These traits are not basic job requirements but are expected behavior. Other duties and responsibilities will be performed as assigned.

SIGNATURES—REVIEW AND COMMENT:

I have reviewed this job analysis and its attachments and find it to be an accurate description of the demands of this job.

	Signature of Employee	Date
Job Title of Supervisor	Signature of Supervisor	Date
Job Title of Department Director	Signature of Department Director	Date

Comments:_____

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The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required of personnel so classified in this position. This job description is subject to change as the needs and requirements of the job change.