

City of Fort Worth, Texas Job Description

Classification Title	Webmaster		
Job Code:	PR2790	Job Family:	Professional
Pay Grade	611	Date Created:	06/24/15
FLSA Status	Exempt	Date Revised:	

GENERAL SUMMARY

Writes, edits and reviews content for department website. Ensures consistent voice and branded presentation of content on website; maintains consistent responses to the general public, citizens and media; and ensures web properties conform to accessibility requirements set by the federal government and World Wide Web Consortium.

ESSENTIAL DUTIES & RESPONSIBILITIES

The intent of this job description is to provide a representative summary of the major duties and responsibilities performed by incumbents of this job. Incumbents may be requested to perform job-related tasks other than those specifically presented in this description.

1. Supervises staff, which includes prioritizing and assigning work; conducting performance evaluations; ensuring staff is trained; ensuring employees follow policies and procedures; maintaining a healthy and safe working environment; and, making hiring, termination, and disciplinary decisions or recommendations.
2. Maintains and updates department website. Determines content; coordinates website projects; creates new pages for programs; creates web graphics; and lays out content for presentation on the web, email and social media.
3. Consults with departments on overall web strategy; creates interfaces between business systems and the website; and provides process mapping and improvement and light graphic design for promotional materials.
4. Develops and advises IT Solutions on implementation of strategies for open data initiative; and advises on enterprise technology strategy and needed improvements on items such as customer relations management, facility and program management solutions and communications technology in facilities.
5. Coordinates email marketing; creates email marketing pieces to promote programs; maintains schedule of marketing pieces; maintains and updates patron email addresses and event calendars.
6. Provides technical assistance. Educates officials and staff on use of social media, software and other tools.
7. Tracks web use statistical data to create reports for administration; and evaluates and updates existing webpages for correctness, relevance and visual appeal.
8. Performs other related duties as required.

9. Adheres to assigned work schedule as outlined in the Department and City attendance policies and procedures; ensures all behaviors comply with the City's Personnel Rules and Regulations.

KNOWLEDGE, SKILLS & ABILITIES

- **Knowledge of:**
 - City departments and functions.
 - Associated Press style conventions and City specific style and tone.
 - Research into global user behavior on the web.
 - Marketing and advertising trends.
 - Design and typographic principles.
 - Business systems used by the City.
 - Needs in the business and hobbyist software developer community.
 - Data standard available or being developed.
 - Current processes and systems in use by the City.
 - Current best practices surrounding process in public and private sector.
 - All platforms of computers.
 - City purchasing rules and processes.
 - Key performance indicators monitored by City officials.
- **Skill in:**
 - Using latest web technologies.
 - Adobe Creative Suite/Cloud.
 - Computers and applicable software.
 - Troubleshooting.
 - Strategic thinking.
 - Delivering presentations.
 - Organization and time management.
 - Project planning.
 - Customer service.
- **Ability to:**
 - Communicate clearly and effectively, both orally and in writing.
 - Write clearly for a mass audience.
 - Plan and implement website review projects.
 - Assess technical level of candidates for positions or roles.
 - Evaluate and supervise employees.
 - Interview stakeholders and users about needs and find a solution.
 - Analyze user behavior to identify patterns that may require modifications to system.
 - Use common analytics tools.
 - Identify complementary sources or create tests to collect additional sources of data on user behavior.
 - Make purchasing and policy decisions.
 - Present information in a visually appealing manner.
 - Determine content needs.
 - Read and research upcoming trends in technology.

- Establish and maintain effective working relationships.

QUALIFICATIONS

Minimum:

An equivalent combination of education and experience sufficient to perform the essential duties of the position may qualify; Human Resources Department will determine appropriate qualifications. A typical way to obtain the minimum requirements would be:

Bachelor's degree from an accredited college or university with major course work in Business Administration, Public Relations, Journalism, Marketing, Communications, Public Administration or a related field and four years of increasingly responsible experience in public relations, journalism, marketing, communications, or a closely related field, including one year of administrative management, budgetary or supervisory responsibility.

OTHER REQUIREMENTS

Valid Texas driver's license.

WORKING CONDITIONS

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Depending on assignment, positions in this class typically require touching, talking, hearing, seeing, grasping, standing, walking and repetitive motions.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Sedentary Work – Depending on assignment, positions in this class typically exert up to 10 pounds of force occasionally, a negligible amount of force frequently, and/or or constantly having to lift, carry, push, pull or otherwise move objects. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.