



CITY OF HOUSTON

JOB DESCRIPTION

Job Code: 453.4

Job Title: **WEB DESIGNER**

Pay Grade: 21

GENERAL SUMMARY:

Designs and builds web pages using a variety of software applications, techniques and tools. Designs and develops user interface features, site animation and special-effects elements. Designs the website to support the department's strategies and goals relative to those of the City of Houston.

RESPONSIBILITIES:

- As a department webmaster, conceptualizes, designs and develops the layout and user interface of web pages, content and applications. Develops concept, interface design and architecture of the department's website and intranet pages.
- Refreshes website content to ensure accuracy and timeliness of information. Performs regular site updates and conducts periodic usability tests of web applications and links ensuring effective use and display of information.
- Monitors site for unauthorized information, such as commercial advertisements, prohibited links, inapplicable or outdated information, etc.
- Develops color schemes and designs and produces graphics. Authors HTML pages. Translates materials to machine-readable format (HTML). May integrate video/audio into interactive or multimedia presentations.
- Consults with department management to determine site content. Maintains knowledge and awareness of developments in the department. May attend City Council meetings to be aware of changes that affect the department.
- Defines project scope and system requirements, in conjunction with management and the Information Technology Department, to effectively meet the needs of the department. Documents standards.
- Coordinates activities with technical support staff and operations management to ensure continuous access to the department's website. May provide web-related technical support and training to employees.
- May lead and assign tasks to web production and clerical support staff in the development, design and maintenance of the department's website. Reviews all information and pages prior to placement on the official website.
- Stays abreast of industry trends and applicable technologies, including scripting, authoring tools, graphic design tools and new languages. Integrates new technology.
- Responds to requests and ideas from internal and external website users.
- Performs other duties or assists with special projects as needed.

SPECIFICATIONS:

KNOWLEDGE:

Requires an Associate's degree in Graphic Arts Technology, Computer Information Technology or a closely related field.

EXPERIENCE:

Three years of experience in developing, designing and building web pages or a website for a large organization are required.

Two years of additional experience in developing, designing and building web pages or a website for a large organization may be substituted for the degree requirement.

A Bachelor's degree in Computer Science, Information Science or a closely related field may be substituted for the above education requirement and two years of the experience requirement.

COMPLEXITY:

Work is somewhat complex and varied, and may require the simple interpretation of technical and detailed guidelines, policies and procedures.

IMPACT OF ACTIONS:

Errors in work cause some expense and inconvenience. Work is typically performed under limited supervision with alternating periods of relative autonomy and general review. The supervisor generally plays a substantial role in setting objectives and organizing work.

SUPERVISION EXERCISED:

Direct Supervision:

Involves general scheduling and review of work as a "working supervisor" or lead person.

Indirect Supervision:

No indirect reports.

CONTACTS:

Internal Contacts:

Level of internal contact is primarily with clerical and technical staffs and occasionally with professionals and supervisors. Interaction requires substantial sensitivity and cooperation; e.g., basic project interaction.

External Contacts:

Level of external contact is primarily with lower-level service representatives and/or vendors and occasionally with citizens, visitors and/or mid-level government agencies, guests, vendors and professional contacts with allied organizations. Interaction involves information exchange and/or simple service activity requiring moderate tact and cooperation.

PHYSICAL EFFORT:

The position is physically comfortable; the individual has discretion about walking, standing, etc.

WORK ENVIRONMENT:

There are occasional minor discomforts from exposure to less-than-optimal temperature and air conditions. The position may involve dealing with modestly unpleasant situations, as with occasional exposure to office chemicals and/or extensive use of a video display terminal.

PHYSICAL SKILL:

Requires the ability to make closely coordinated eye/hand movements within very fine tolerance and /or calibration demands; or the ability to make rapid closely coordinated eye/hand movements on a patterned response space within somewhat fine tolerance demands; or the ability to make coordinated eye/hand movements within fine tolerances with large equipment as an extension of the worker.

MISCELLANEOUS:

All duties and responsibilities may not be included in the above job description.

JOB FAMILY:

Web Production Assistant

Web Coordinator

Web Designer

or

or

Graphic Designer

Senior Graphic Designer

Effective: August 2004