Job Code: 453.6

Job Title: **WEBMASTER**

Pay Grade: 26

GENERAL SUMMARY:

Responsible for the development, design and maintenance of the City of Houston's corporate website, maintained and centralized in the Information Technology Department. Supervises, trains, assigns and evaluates the work of personnel responsible for the development, design and maintenance of the City's website and intranet site. Manages overall content by ensuring consistency, accuracy and timeliness of information to provide a website that supports the City's strategies, mission and goals and effectively meets the needs of all City departments.

RESPONSIBILITIES:

- Conceptualizes, designs and develops the layout and user interface of the cityofhouston.gov website and all corresponding web pages, content and applications to enhance the City's presence on the internet.

- Supervises, trains, assigns and evaluates the work of employees responsible for the development, design and maintenance of the City's website and intranet pages.

- Develops and implements website policies, procedures and standards. Ensures adherence to procedures. Specifies user access for each department and coordinates access to web server with network administration staff.

- Consults with department heads and management to coordinate and discuss the specific informational web requirements for each department. Coordinates efforts with department web personnel to ensure requirements are met.

- Plans projects with respective timelines and develops and documents city-wide standards. Coordinates the upload of new or modified files and web pages to the live site.

- Edits the City's website ensuring the flow of the website is up-to-date and consistent with the organization's overall structure. Writes and edits text content. Ensures all links are authorized and working properly.

- Monitors the City's website daily and conducts periodic usability tests to verify accessibility and accuracy of information. Coordinates activities with web server technical support staff and operations management to ensure continuous access to users.

- Monitors site for unauthorized information, such as commercial advertisements, prohibited links, inapplicable or outdated information, etc.

- Maintains up-to-date information of the City's business, services and activities. Attends Mayoral, City Council and other meetings to gather pertinent information.

- Stays abreast of industry trends and applicable technologies, including scripting, authoring tools, graphic design tools and new languages. Integrates new technology.

- May provide web-related technical support and training to employees.

- Performs other duties or assists with special projects as needed.

SPECIFICATIONS:

KNOWLEDGE:
Requires a Bachelor's degree in Computer Science, Information Technology, Management Information Systems (MIS) or a closely related field.

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

Directly related professional experience may be substituted for the degree requirement.

COMPLEXITY:
Work is substantially complex and varied, and requires the interpretation of technical and detailed guidelines, policies and procedures in combination. Analytic ability is needed to gather and interpret data where answers can be found only after careful analysis of several facts.

IMPACT OF ACTIONS:
Errors in work could lead to significant expense and inconvenience. The incumbent generally receives general direction, working from broad goals and policies only. The individual may participate heavily in setting his/her own work objectives.

SUPERVISION EXERCISED:

    Direct Supervision:
    Involves scheduling, supervision and evaluation of work as a "first-line supervisor", recommends personnel actions, such as hiring, terminations, pay changes of non-supervisory personnel.

    Indirect Supervision:
    No indirect reports.

CONTACTS:

    Internal Contacts:
    Level of internal contact is primarily with professionals and supervisors and occasionally with Managers and Assistant Directors. 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 requires moderate tact and cooperation; e.g., responding to questions which require some research to provide the correct answer.

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   or   Graphic Designer

Web Designer   or   Senior Graphic Designer

Webmaster

Effective: August 2004