



Web Specialist

Definition

Under direction, coordinates the design, development, programming, and maintenance of the City of Cupertino's Internet and Intranet web sites. Includes web site security, A.D.A. accessibility, effectiveness, efficiency, appeal, troubleshooting, and training to achieve optimal performance.

Typical Job Functions

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

Ensures the clear, comprehensive and accurate presentation of the City's online presence on the Internet.

Designs, develops and maintains web site documents, templates, graphics and navigational tools.

Valuates, recommends and implements content and design improvements of current web sites.

Incorporates new web technology, features and functionalities.

Monitors software licenses to insure compliance and quality control of the site, including maintenance of existing and future links.

Maintains standards and procedures for web page design and site maintenance.

Researches new software and prepares documentation for new systems and changes to existing systems.

Coordinates information gathering from City departments.

Obtains input relative to web page design from user departments.

Provides training and technical support to staff.

Answers technical questions from users.

Keeps current with the most recent web site development and design issues.

Coordinates with staff for a successful infrastructure support for web applications.

Qualifications

Knowledge of:

Extensive knowledge of web design, development, and maintenance, ASP, HTML, DHTML, Java Script and computer generated graphics.

Techniques used to develop Internet web sites.

Extensive knowledge of ADA (Americans with Disability Act) accessibility requirements under Section 508.

A variety of current and emerging software tools, languages, techniques and software packages.

Techniques of e-government and e-commerce development and implementation.

Web server and browser technologies.

Web management tools; basics of Windows 2000, Linux, Windows NT, Unix operating systems and .NET servers.

Working knowledge of WAN and LAN.

Principles of problem solving, project management, training, research and policy development.

Ability to:

Analyze, develop, design and maintain Internet web sites.

Prepare Internet documentation and graphics presentations.

Implement standards and procedures for web site and web page development.

Train staff in the use of web applications and operating procedures.

Learn and use new technology related to web site and web page design and maintenance.

Coordinate activities between user departments and Technology Services.

Prepare complex reports of general or technical nature.

Develop test plans for all aspects of web site functionality.

Work multiple assignments simultaneously and meet established guidelines.

Education and Experience

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Equivalent to graduation from an accredited college or university with a Bachelor's degree in computer science, information systems, or closely related field.

Four years experience in computer science, which must include, web site management, development, design, and programming.

Experience with city government web sites desirable.

Licenses and Certifications

A valid Class C California driver's license.

FLSA: Non-exempt

Est. 5/2003