METRO
Classification Description

TITLE: **Webmaster**

Class No: 0068   **Bargaining Unit: AFSCME, 3580**

Salary Range: 20E   **Established: November, 2001**

FLSA: Exempt   **Revised: 2007**

Classification Summary:
The Webmaster position develops and implements Metro's web strategy, aligns web program work plan with council goals, and sets priorities to support council policy and mission and overall organizational objectives and internet communication with citizens, government partners and staff.

The Webmaster leads on Metro's most complex and critical web development projects and leads the work of professional Communications, GIS and Information Technology staff and consultants who are assigned to the project(s). The Webmaster provides lead direction to senior public affairs staff and provides training and support to Metro's web site content providers (currently 70).

Supervision Received:
Supervision is received from the Creative Services Manager.

Supervision Exercised:
Provides lead direction for the Web work team, and other professional positions, particularly those providing content to the agency's Web site. May lead the work of lower level staff assigned to Creative Services division.

Distinguishing Features:
Not applicable

Essential Functions:
An employee in this classification may perform any of the following duties. However, these examples do not include all the specific tasks that an employee may be expected to perform.

1.   Manage, set priorities and provide direction to Metro's web team and web program.
2.   Manage Metro's public web site and Intramet.
3.   Evaluate and prioritize requests for web development projects.
4.   Design new web-based business processes, define system requirements and write functional specifications.
5.   Manage the development of complex, dynamic web applications (software) that are database driven and have GIS components.
6.   Provide expert knowledge about web development and online communications to Metro departments and partner agencies.
7.   Provide business process analysis and complex information presentation.

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Secondary Functions:

1. Lead Web advisory team to ensure agency objectives and priorities are met.
2. Write, review and post requests for proposals and scope of work. Evaluate proposals, review and award bids. Manage consulting contracts, monitor consultant progress and billings.
3. Represent Web program on Metro communications team. Prepare and present Web program reports. Serve as liaison for various committees representing the Web program.
4. Serve as Web program point of contact for all Metro departments to facilitate Web program planning and development.
5. Establish Web program guidelines and procedures. Initiate and facilitate ongoing development of standards, styles, guidelines policies, regulations and other directives.

Job Specifications:
Bachelors Degree and 4-6 years of related professional experience; or any combination of experience and education that provides the applicant with the desired skills, knowledge, and ability required to perform the job. Other requirements include but are not limited to:

1. Possess and applies a broad knowledge of principles, practices and procedures in the development and management of the agency-wide Web site.
2. Ability to plan and identify strategies for change and development of the website.
3. Advanced writing and editing skills for self and others.
4. Ability to communicate effectively both orally and in writing.
5. Ability to represent Web issues to entire organization without use of technical jargon.
6. Ability to detect and determine source of Web site problems.
7. Ability to correct or identify appropriate course of action to address system issues.
8. Ability to oversee large-scale projects and lead the project assignments of other staff.
9. Ability to provide individual and group instruction on more complex application concepts.
10. Ability to maintain positive relationships with staff, managers, and members of supported departments.
11. Ability to lead others in both a team environment and individual efforts.
12. Ability to present information and make presentations to small and large groups.
13. Ability to organize and prioritize work of self and others.
14. Ability to define organization, navigation, labeling and searching systems in Web site.
15. Knowledge of system requirements to support Web program.
16. Knowledge of desktop browser requirements and methods of dealing with differing results.
17. Knowledge of current industry trends and methods in Web site design and management
18. Knowledge of information technology requirements of Web site management.

Working Conditions:
This position requires the ability to perform those activities necessary to complete the essential functions of the job, either with or without reasonable accommodation. Position requires continuous and/or frequent fingering, talking, sitting, repetitive motions of hand/wrists, hearing, and handling.