

**CLASS SPECIFICATION**  
**Web Designer**

FLSA Status: Covered  
Union Representation: Nonrepresented

**GENERAL PURPOSE**

Under general supervision, performs highly specialized work related to the creation and maintenance of a bureau's website; advises bureau staff and management on the best approach to meet communication goals; determines appropriate content and format for publication on the bureau's website; creates interesting and interactive websites with easy-to-navigate layouts; performs other related duties as assigned.

**DISTINGUISHING CHARACTERISTICS**

Web Designers utilize a wide variety of media including specialized software, graphic design, working knowledge of HTML, photography, visual displays, and on-screen presentations to create, modify and maintain a bureau's website; assignments range in difficulty from routine to moderately complex. Incumbents work with bureau staff to determine the site content; selects appropriate methods and styles to best communicate information and ideas and determine cost-effective production methods. Incumbents are responsible for independently coordinating and managing assigned project time lines, budget and completion.

Web Designer is distinguished from Applications Analyst IV – Web Developer Specialty by the latter's highly advanced focus on developing computer programs and applications that support City wide web interfaces and responsibility for the overall design of the City's website.

Web Designer is distinguished from other classifications that update or provide operational or functional support to a web site by the former's responsibility to perform professional level design and web communication duties.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

Any one position in this class may not perform all the duties listed below, nor do the listed examples of duties include all similar and related duties that may be assigned to this class.

1. Plans, organizes and implements a bureau's web design including information architecture, user interface design, human-computer interactivity, usability, search engine optimization, informational graphics, social and viral media and dynamic content
2. Consults with clients to determine website content objectives, gathers information and

develops design options and specifications, estimates materials, equipment costs, budget and time schedules to complete updates and projects.

3. Acts as technical advisor for a bureau's website development; ensures that bureau's website conforms to Citywide standards and policies; advises on how best to present content; presents options; makes recommendations.
4. Designs and develops on-screen and web-based presentations including the design and production of the user interface, navigational aids and links, and design of the navigational file structure.
5. Provides information to help other staff members and the public in interpreting and understanding website content.
6. Continually updates knowledge of web development software, computer technology, and graphic reproduction technology.
7. Trains bureau staff on the use of the web content manager system for simple content updates.

## **MINIMUM QUALIFICATIONS**

### **Knowledge of:**

1. Practices, methods and techniques of web design, graphic design and layout.
2. Concepts and principles of communication theory
3. Best practices of web design technology, such as navigation principles, breadcrumbs, progress trackers, search engine optimization and site use statistics.
4. Advanced video and photograph editing.
5. Principles and practices of project management and evaluation
6. Principles and practices and terminology used in the internet medium.
7. Standard development tools and frameworks used for web development, such as design templates, CSS, and XML.
8. Basic copyright considerations surrounding the use of text, video, audio, and photos.
9. Principles and practices of writing and editing text for the web.

## 10. Best practices for web site compliance with the American Disabilities Act

### **Ability to:**

1. Operate a computer and graphics, design, presentation and desktop publishing software
2. Use modern graphic, video, and web development tools
3. Apply web design techniques to bureau business communication needs
4. Use social media tools to enhance City communications.
5. Apply graphic design, writing style and techniques appropriate for differing audiences and purposes
6. Establish and maintain effective working relationships with other bureau and City employees, the public and others encountered in the course of work
7. Conduct basic data collection, research and analysis.

### **Skill in:**

1. Operating computer software on the windows platform to create web, photo, and video content.
2. Working with bureau staff to understand business needs

### **Training and Experience:**

A typical way of obtaining the knowledge, skills and abilities outlined above is a Bachelors degree in Information Technology, Graphic Design or a closely related field; and two years of progressively responsible experience in web design, or graphic design using computer graphics or mapping software; or an equivalent combination of training and experience.

### **Licenses; Certificates; Special Requirements:**

A valid state driver's license may be required for certain assignments.

## **PHYSICAL AND MENTAL DEMANDS**

Persons with disabilities may be able to perform the essential duties of this class with reasonable

accommodation. Reasonable accommodation will be evaluated on an individual basis and depends, in part, on the specific requirements for the job, the limitations related to disability and the ability of the hiring bureau to accommodate the limitation.

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**Class History:**

Adopted: 10/1/10