

City of Portland

CLASS SPECIFICATION

WEB DESIGNER

[**CLASS CODE**]

[**ESTABLISHED DATE**]

CLASSIFICATION SUMMARY

Reports to a Supervisor or Manager. Under general supervision, performs specialized duties in the design, implementation, and content management of websites.

Responsibilities include: designing functional and responsive web-based user interfaces and experiences; collaborating with Citywide teams and contractors; serving as primary web content manager for organizational unit; leading the work of the Bureau/Office web team; managing third-party accounts and services; advising management on best practices for using technology to meet communication goals.

DISTINGUISHING CHARACTERISTICS

Web Designer is a distinct, journey-level classification in the field of web design.

Web Designer is distinguished from Applications Analyst IV - Web Developer by the latter's highly advanced focus on developing computer programs and applications that support Citywide 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 website by the former's responsibility to perform professional level design and web communication duties.

ESSENTIAL FUNCTIONS

Depending on the assignment, the incumbent may perform a combination of some or all of the following duties, and perform related duties, as assigned.

General Duties:

1. Plan, organize, and implement Bureau/Office website design, including information architecture, user interface design and interactivity, usability, search engine optimization, information graphics, and social media content.
2. Design creative, intuitive, functional, and responsive user interfaces and experiences on the web; implement design with custom code or on a web platform; maintain and update websites.
3. Consult with Bureau/Office staff to determine website content objectives; gather information and develop design options and specifications; estimate materials, equipment costs, budget, and time schedules to complete updates and projects.
4. Collaborate with other organizational units and contractors to meet Bureau/Office web development goals.
5. Serve as primary web content manager for unit; determine appropriate content and format for publication on Bureau/Office websites; oversee content editors; train Bureau/Office staff in content management best practices and writing for the web; maintain content for webpages.
6. Advise Bureau/Office staff and management on best practices for using the web, software, and services to achieve communication goals and are effective in reaching a diverse, multi-cultural population; develop and recommend options for optimizing content presentation.

7. Serve as technical advisor for the website development of the unit; ensure Bureau/Office websites follow Citywide standards and policies.
8. Lead a unit web team to maintain websites and accounts; meet with team to manage daily content editing tasks and other website maintenance functions.
9. Train Bureau/Office staff on web services, third-party web services and accounts, and interpreting and understanding website content.
10. Serve as administrator of web accounts for Bureau/Office, including various domains, third-party web services, and social media accounts; track and make payments for accounts; manage user access permissions.
11. Keep up to date on current web development software and practices, computer technology, and graphic design and reproduction.

SUPERVISION RECEIVED AND EXERCISED

The work of this classification is performed under general supervision by a Supervisor or Manager.

This classification has no supervisory responsibilities.

KNOWLEDGE/SKILLS/ABILITIES REQUIRED

1. Thorough knowledge of and ability to apply principles, practices, and techniques of communication theory and best practices in web design.
2. Knowledge of principles, practices, and techniques of training technical and non-technical staff in web content management, third-party services and accounts, and social media.
3. Knowledge of web development quality assurance and user acceptance testing.
4. Knowledge of copyright considerations surrounding use of text, video, audio, and photography.
5. Ability to apply project management methods, tools, and techniques, including project cost accounting, and project change management and control.
6. Ability to lead teams of technical staff, and ensure that best practices are followed and Bureau/Office goals are met.
7. Ability to operate computer and graphics design, presentation, and desktop publishing software and tools.
8. Ability to establish and maintain effective working relationships with those contacted in the course of work.
9. Ability to communicate effectively, both verbally and in writing; present information, proposals, and recommendations clearly and persuasively.
10. Ability to communicate with communities of color and people traditionally underrepresented in local decision-making; facilitate inclusive participation in programs and activities.
11. Ability to exercise independence, objectivity, good-judgment, and initiative.

MINIMUM QUALIFICATIONS REQUIRED

Any combination of education and experience that is equivalent to the following minimum qualifications is acceptable.

Education/Training: Course work from an accredited college or university in web design, information technology, graphic design, or related field;

AND

Experience: Two (2) years of progressively responsible experience in web design or graphic design using computer graphics or desktop publishing software.

Special Requirements and/or Qualifications:

None.

Preferred Requirements and/or Qualifications:

None.

Minimum Salary: xxxxx per [pay period, month, annual]

Maximum Salary: yyyyy per [pay period, month, annual]

Bargaining Unit: Non-represented

FLSA Status: Non-Exempt

HISTORY

Revision Dates: