

# **CITY OF REDWOOD CITY WEBMASTER**

## **DEFINITION**

The Webmaster position shall support the Redwood City Web Site by transforming this communication link into a vehicle for transmitting critical City information to the outside world, for creating a convenient alternative for conducting City business, and for providing exceptional customer service by performing the duties listed below.

## **DISTINGUISHING CHARACTERISTICS**

The Webmaster position is responsible for both new development and maintenance of existing Web applications, testing, implementation, and evaluation of new and existing Web applications. This position requires technical experience, ability to design artistically attractive Web pages, and excellent communication skills.

Most importantly, the incumbent must have the ability to communicate successfully with departmental contacts in order to create the needed consistency between departmental Web pages. At times, this position may do some training and supervision of other IT analysts.

The Webmaster should have at least two years of experience with Web application design and Web server administration, at least one year of experience with applications that perform transactions on the Web, and a good working knowledge of Web Site creation packages and scripting languages.

The incumbent is expected to support departmental applications by creating artistically appealing Web Pages with minimal detailed instructions. This position has responsibility to research and visualize changing technology and user requirements and plan for the future.

## **SUPERVISION RECEIVED AND EXERCISED**

Immediate supervision is provided by the Information Technology Manager. Responsibilities may include leading other IT analysts with Web-related projects.

## **EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES**

1. Conduct detailed analysis of user department requirements.
2. Perform detailed user testing and analysis of user behavior in using the site.
3. Translate problem statements into detailed instructions and solutions.
4. Research and recommend applications to user departments.

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5. Develop complex Web applications – Internet, Intranet, Extranet.
6. Analyze, design and test software to eliminate errors, increase efficiency.
7. Evaluate and revise applications and procedures to promote efficiency.
8. Perform server operations when required.
9. Interpret desktop software and installation manuals.
10. Prepare clear and concise reports.
11. Train users at their site for the City's Web applications.
12. Perform duties and responsibilities as assigned.
13. Perform work with regular attendance and punctuality.

**JOB RELATED AND ESSENTIAL QUALIFICATIONS**

**Knowledge of:**

Modern office practices, procedures, methods, and equipment.

Designing "accessible" web sites (ADA).

Professional website creation packages such as Dreamweaver, Fireworks, Golive, and Illustrator.

Coding with Asp, HTML, Java scripts, VBscript, XML, PERL scripts.

Visual Basic and Front Page.

Experience with producing web sites for government agencies helpful.

Backend database integration with Web Site.

Web-servers, Web-server clustering, backup systems, firewalls, network security considerations and Internet technologies.

TCP/IP, the Internet, and networking with Unix and/or NT servers.

Principles of data processing, computer networking, and voice technology.

Software design and development methodologies and practices.  
Microsoft NT operating systems experience required.

Unix (HP-UX preferred) administration, shell scripting experience a plus.

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Principles of training.

Research techniques, methods, and procedures.

**Ability to:**

Work as a team player and be willing and able to follow and support City's design and development standards.

Communicate clearly and concisely, both orally and in writing.

Solve complex problems.

Analyze informational requirements and needs, identify problems, examine alternatives, reason logically, and design implementation procedures.

Provide clarity in organizing information, create smooth navigation paths.

Pay attention to detail.

Develop, revise, install, and utilize automated systems and procedures.

Develop training materials and make oral presentations.

Support departments with users ranging from novice to advanced level.

Establish, maintain and foster positive and harmonious working relationships with the IT staff and other departments.

Work in teams in a changing environment.

Deliver excellent customer service.

Maintain the confidentiality of departmental information.

Learn and support voice mail systems and other voice technology.

Develop conclusions and recommendations.

**Skill to:**

Operate various desktop and server computer equipment.

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**Experience and Training Guidelines:**

*Any combination equivalent to experience and training that would provide the required knowledge, skills, and abilities would be qualifying. A typical way to obtain the knowledge, skills, and abilities would be:*

**Experience:**

Two years of progressively responsible experience with supporting and developing Web applications.

**Training/Education:**

Equivalent to a Bachelors degree from an accredited college or university with major course work in computer science or related area.

**Special Requirements:**

*Essential duties require the following physical abilities and work environment:*

Ability to work in a modern office environment.

Valid California Driver's License or the ability to obtain within 3 months.

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**ADA  
DOCUMENTATION OF ESSENTIAL DUTIES:**

1. MAE
2. SDE
3. OAE
4. MWE
5. SDE
6. SDE
7. MAE
8. OANE
9. OAE
10. OAE
11. ODE
12. OANE
13. ODE

**DOCUMENTATION SCALES AND CODES  
FOR ESSENTIAL DUTIES**

**Time Spent:**

<b>S</b>	Significant	10% of day, week, or month
<b>M</b>	Moderate	5-9%
<b>O</b>	Occasional	Less than 5%

**Frequency:**

<b>D</b>	Daily
<b>W</b>	Weekly
<b>M</b>	Monthly
<b>A</b>	As needed

**Supervisor/Manager Review:**

<b>E</b>	Major focus of job/position
<b>NE</b>	Minor (can easily be assigned to another position)

**Effective Date:** December, 2000

**Bargaining Group:** Redwood City Management Employees' Association