

**WEBMASTER****SUMMARY**

Under general supervision, the incumbent is responsible for maintaining the City's website, third party applications, data APIs, mobile applications and enterprise content management solutions; ensures sites are functioning properly and are available to all users and continually improve upon service delivery; and performs related duties as assigned.

**ESSENTIAL FUNCTIONS:** *(Essential functions, as defined by the Americans with Disabilities Act, may include the following tasks, knowledge, skills and other characteristics. This list is ILLUSTRATIVE ONLY, and is not a comprehensive listing of all functions and tasks performed by incumbents of this class.)*

**DUTIES AND RESPONSIBILITIES:** *(Which are not in hierarchical order)*

1. Designs and develops site features and functionality including web front-end and user interface (UI); design and define user experience design (UX).
2. Designs, constructs, and develops graphic user interfaces (GUI), front pages, web pages, Websites, and tools to navigate on the City's Website.
3. Performs content maintenance and updates and
4. Designs, develops, and maintains the City's Website portal.
5. Performs routine backups and ensures user accessibility to the site.
6. Monitors site traffic and scales site capacity to meet traffic performance demands.
7. Creates, edits, codes in various programming languages and updates files on Website and interactive kiosk.
8. Sets up computer hardware, software, and peripherals, and troubleshoots PC problems.
9. Installs, configures, upgrades, maintains and troubleshoots web server.
10. Maintains records, files, databases, and statistical information.
11. Responds to inquiries submitted through the Internet and Intranet.
12. Record and encode audio/video material, scan, edit, manipulate photos and graphics.

**KNOWLEDGE, SKILLS, AND ABILITIES**

- Knowledge of management and organizational skills.
- Knowledge of computer hardware, software, and peripherals related to general office as well as Website management and development.
- Knowledge of HTML coding, CGI scripting, Perl programming and Java scripting.
- Knowledge of the following computer software: Microsoft FrontPage 2000, Adobe PhotoShop Version 5.5, Adobe Illustrator, Macromedia Dreamweaver 3, Microsoft Image Composer, Microsoft GIF Animator, Adobe GoLive, and other applications utilized in desktop publishing.
- Knowledge of Microsoft IIS server, Proxy server, Security applications, TCP/IP, FTP, Telnet.
- Knowledge of the following operating systems; Microsoft NT server and workstation, Windows 95 and 98, and Macintosh OS9.
- Knowledge of the following databases: SQL, and Microsoft Visual Basic.
- Knowledge of general office practices and procedures.
- Knowledge of record keeping and file maintenance.
- Knowledge of research and procurement of equipment.
- Skill in creating and maintaining the City's informational Website.
- Skill in utilizing a wide variety of computer hardware and software to create newsletters, reports, presentations and informational websites and kiosks.
- Skill in utilizing a variety of databases and spreadsheets in the analysis of statistical data.
- Skill in responding or managing walk in, telephonic and data electronic inquiries.
- Skill in establishing priorities and handling multiple tasks simultaneously.
- Ability to establish and maintain effective working relationships with those contacted in the course of work.

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**PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT:** Work involves light to moderate work in an office setting. There is frequent need to stand, stoop, walk, sit, lift light objects (up to 25 pounds) and perform similar other actions during the course of the workday. The City of West Palm Beach promotes a drug-free work environment through the use of mandatory pre-employment drug testing.

**MINIMUM QUALIFICATIONS:** Bachelor's degree from an accredited technical school or college, with a major in Computer Science and four (4) years related experience, or any equivalent combination of training and experience. A valid Florida driver's license is required.