



Website Coordinator

Class Code	FLSA Status	EEO Category	Represented Status	Salary Grade	Effective Date	Resolution	Pages
019	Exempt	2 – Professionals	AFSCME	6	REV 10-04	2037	1 of 1

DEFINITION: Under general supervision, coordinates activities in support of the District’s external website; consults with internal staff and the external web contractors; and ensures that content submitted from user departments is accurate, understandable, and functional.

REPORTS TO: The Customer Services Manager, or designee.

ESSENTIAL FUNCTIONS may include, but are not limited to the following:

- Ensures that all content on the District’s external website is up-to-date, accurate, and visually appealing to website users.
- Acts as liaison between internal user departments and the web developer to ensure updates are posted correctly, and in a timely manner; and provides consultation to user departments as requested.
- Researches and analyzes staff requests for new web pages, functions, and updated content; coordinates project activities and estimates time and budget required; and designs web pages using content provided by District departments.
- Consults with the web developer and District staff to develop and implement new website programs, services, and technologies; and to develop and maintain systems for review and approval of content on the external website.
- Develops functional specifications, develops test and use case scenarios, and performs quality control activities.
- Reviews, proofreads, and edits web copy submitted by user departments to ensure proper English grammar and usage, accuracy, and coherency.
- Participates in the preparation of the Marketing and Communications department budget for website maintenance and improvement, and monitors expenditures.
- Performs related duties as required.

MINIMUM QUALIFICATIONS:

Knowledge Of: Principles, practices, and techniques of website content and publishing; basic web design; principles, practices, and techniques of effective public and media communications and visual presentation; technical and creative writing and copyediting; currently used web presentation and publishing tools at an intermediate level of proficiency; principles of basic budgeting; English usage including writing styles, spelling, punctuation, and grammar; and modern office equipment including personal computers and current software for word processing, spreadsheets, and presentation.

Ability To: Organize and track projects and tasks to ensure accuracy, high quality, and timely completion; adapt content provided by District staff into effective web presentations; keep up-to-date on emerging information technologies, and recommend website improvements; learn and adopt the use of new software programs quickly and proficiently as they become available; develop policies, procedures, and guidelines for uploading content and layout to web pages; work independently, and as part of a team; attend to detail and adhere to multiple deadlines; maintain accurate computer and paper records and files; and establish and maintain effective and collaborative working relationships with District staff, external consultants, and members of the public using principles of good customer service.

Education: Equivalent to a Bachelor’s degree from an accredited college or university with major coursework in web design, computer science, communications, or a related field.

Experience: Equivalent to three (3) years progressively responsible experience coordinating multiple complex projects and tasks; including one (1) year of verifiable professional-level experience coordinating web content, web design, and related activities.

Special Requirements: None. S:\Hr\Data 12-01-01\Class-Comp\Class Specs\WebsiteCoord REV 12 04-CS.doc