<u>PROGRAM ADMINISTRATOR (WEB EDITING)</u>

<u>DISTINGUISHING FEATURES OF THE CLASS</u>: Under general supervision, the incumbent of this class, located in the Department of Information Technology, is responsible for developing, editing, writing, designing and coordinating the content and presentation of public information on the county's website. The incumbent of this position creates, edits, prepares and updates text, graphics and layout for the county's website pages within the framework of established priorities, goals, philosophy, policies and procedures; researches and compiles information to produce articles; and directs the preparation of public information material for publication to the county's website. This class differs from department Webmasters in that the incumbent is responsible for ensuring consistency, accuracy and conformance to established standards of web design and content on a county-wide basis. Supervision may be exercised over subordinate staff. Does related work as required.

<u>EXAMPLES OF WORK</u> (Illustrative Only):

Creates, updates, edits and removes web pages from the county's website by reviewing departmental submissions and ensuring conformance to standards;

Directs the preparation of and researches, writes and edits articles and public information material for presentation on the county's website;

Participates in planning the design and content of the county's website homepage;

Edits content and layouts for web pages and ensures compliance with accepted technical and design standards for the county's website;

Coordinates creation of web pages based on topic, an event or subject matter as requested by the Communications Office or a county department, including populating and participating in the design of the page with new or existing text, art, video and Flash animations relevant to the proposed subject;

Requests raw information and artwork from departments and the Graphics Division and prepares, modifies and embellishes them for publication to the county's website;

Develops and maintains a style guide for properly filling spaces with correct language and design styles appropriate for the web;

Advises and assists department Webmasters with creation of new web pages; maintains and updates department information that is published on the county's main web pages;

Receives and reviews written requests from departments for articles and information to be featured on the county's website to determine feasibility and appropriateness of the request, and assigns work to staff;

Reviews and monitors the county website for accurate, consistent and up-to-date information;

Uses computer applications or other automated systems such as spreadsheets, word processing, calendar, e-mail and database software in performing work assignments;

EXAMPLES OF WORK: (Illustrative Only) (Cont'd)

May perform other incidental tasks, as needed.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES:
Thorough knowledge of Web Content Management Systems software, such as Red Dot;
thorough knowledge of the theory and practice of public relations; thorough understanding
of principles of print and web layout; good knowledge of the techniques and practices of
verbal and written communication, including style, vocabulary, spelling and grammar;
good knowledge of graphic design concepts; ability to research and collect information
and data; ability to use software such as Photoshop to select, resize, prepare or create
images for the web; creative and technical ability; ability to coordinate work with other
staff; ability to plan, coordinate and evaluate the work of assigned staff; ability to develop
and maintain effective relationships; ability to read, write, speak, understand and
communicate in English sufficiently to perform the essential functions of the position;
ability to effectively use computer applications such as spreadsheets, word processing, e-
mail and database software; accuracy; initiative; good judgment; tact; physical condition
commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Either: (a) a Bachelor's
Degree* in Journalism, Marketing, Communications, English or a related field, which must
have included at least 8 credits in Web Design, Web Journalism or Electronic News
Media, and three years experience where the primary function of the position was
researching subject data and writing articles for publication, which must have included
preparing text and layout for presentation on a website; or (b) a Bachelor's Degree* and
four years of experience as stated in (a).

SUBSTITUTION: Satisfactory completion of 30 credits toward a Master's Degree* in one
of the fields listed above, which includes the 8 specialized credits, may be substituted for
one year of experience.

NOTE #1: Unless otherwise noted, only experience gained after attaining the minimum
education level indicated in the minimum qualifications will be considered in evaluating
experience.

NOTE #2: Applicants will be asked to submit samples of their written work.

*SPECIAL NOTE: Education beyond the secondary level must be from an institution
recognized or accredited by the Board of Regents of the New York State Department of
Education as a post-secondary, degree-granting institution.

West. Co.   Job Class Code: C3212
J.C.: Competitive   Job Group: XII
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