

STAFF ASSISTANT (WEB EDITING)

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision, the incumbent of this class, located in the Department of Information Technology, is responsible for assisting in developing, editing, writing, designing and coordinating the content and presentation of information on the county's website. The incumbent of this position will assist the higher level administrator by participating in development of the county's website homepage; creating, editing and preparing text and layout within the framework of established priorities, goals, philosophy, policies and procedures; and researching and compiling information to draft public information material for the county's website. This class differs from department Webmasters in that the web design and content functions are monitored by the incumbent for consistency and accuracy on a county-wide basis, and must prescribe to established conformity standards. Supervision is not a responsibility of this position. Does related work as required.

EXAMPLES OF WORK: (Illustrative Only)

Assists in creating, updating and removing web pages from the county's website by reviewing departmental submissions and ensuring conformance to standards;

Prepares graphic images and material for insertion in Web page templates; works with staff in the Graphics Division of the department to coordinate efforts;

Edits articles for style and content to fit space in content management system (CMS) web design format, which includes importing Word or PDF content into predetermined templates, or drafting new text for use in the county-wide website, as necessary;

Reviews and monitors website for accuracy, consistency and most current information; makes recommendations for modifications as needed;

Receives notification of all changes in departmental websites, checks information for conformity to standards, and publishes approved modifications to the county website;

Researches information and drafts original articles on assigned topics for publication on the county's website to promote county programs and services;

Assists and participates in planning the design and content of the County's website homepage;

Communicates with departments to receive information, logos, relevant data, etc. on assigned focus topics for inclusion in the county's website;

Analyzes and evaluates information received from other departments with regard to their programs and services, for appropriateness and consistency with the overall county goals and programs being promoted on the county website;

Prepares and edits copy as well as graphic art materials for use on the county's website;

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

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

May perform other incidental tasks, as needed.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Good knowledge of Web Content Management Systems software, such as Joomla; good knowledge of the theory and practice of public relations; good knowledge of the techniques and practices of verbal and written communication including style, vocabulary, spelling and grammar; ability to research and collect information and data; good knowledge of graphic design concepts; understanding of principles of print and web layout; 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 communicate effectively both orally and in writing; ability to develop and maintain effective relationships; ability to use computer applications such as spreadsheets, word processing, e-mail and database software; ability to read, write, speak, understand and communicate in English sufficiently to perform the essential functions of the position; 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, Information Technology, or related field, which must have included at least 8 credits in Web Design, Web Journalism or Electronic News Media; or (b) a Bachelors Degree* and one year of 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 used by a public, private or not for profit organization.

SUBSTITUTION: Satisfactory completion of 30 credits towards a Master's Degree* in one of the fields listed above, that includes the 8 specialized credits, may be substituted for the 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: Experience gained as a volunteer must be equivalent to a 35 hour a week, full-time position.

NOTE #3: 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 Education Department as a post-secondary, degree-granting institution.

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J.C.: Competitive
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Job Class Code: C3202
Job Group: VIII