

Jurisdictional Class: Competitive
EEO Category: Professional
Revised: 12/31/2022

WEBMASTER

DISTINGUISHING FEATURES OF THE CLASS: The incumbent in this position is responsible for the creation and management of Web site pages and graphics. The incumbent should be self-directed and possess solid organizational skills, along with knowledge of project management, software development, graphic design, and network configurations. An individual in this position must keep current with world-wide trends and recommend appropriate implementations of new technologies and database management techniques. As a team player, the incumbent must demonstrate interpersonal, creative, and visionary skills. The work is performed under the general direction of a higher-level supervisor. Supervision is not normally a responsibility of this class. The incumbent performs related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative Only)

Designs, creates, implements, manipulates and integrates Web site pages and graphics that are visually compelling and technically efficient;
Meets with customers to determine their Web site needs and analyzes requests;
Provides cost estimates for Web activities;
Coordinates Web project timelines, and reviews project schedules with team leader and school district personnel to ensure timeframes are appropriate and can be met;
Evaluates and recommends new hardware/software, in conjunction with the administration of Internet and Intranet Web solutions;
Oversees and coordinates technical issues involving back-end databases;
Provides training to other staff and/or district personnel;
Confers with superiors and officials to ascertain the nature of projects, the form of source information and required results.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL

CHARACTERISTICS: Good knowledge of the use and operation of micro-computers and related peripheral equipment; good knowledge of systems analysis, as applicable to Web programming; working knowledge of Web programming language for site design; working knowledge of web server architecture; working knowledge of HTML and Web utilities (i.e. Web browsers, FTP, audio); working knowledge of Novell networks, UNIX, NT, TCP/IP, Domain Names, Intranets and Security; skill in Web authoring; strong analytical and diagnostic skills; ability to understand and follow oral and written instructions; ability to establish and maintain working relationships with staff personnel; creativity.

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MINIMUM QUALIFICATIONS: Either:

- (A) Possession of Bachelor Degree, including or supplemented by twelve (12) semester credit hours in the fields of computer science, computer technology, data processing or a closely related field; **OR**
- (B) Possession of Associate Degree, including or supplemented by six (6) semester credit hours in the fields of computer science, computer technology, data processing or a closely related field, **AND** two (2) years of experience in the authoring of Web site pages (i.e., designing, creating, implementing, manipulating, and integrating Web site pages and graphics); **OR**
- (C) Graduation from high school or possession of a high school equivalency diploma **AND** four (4) years of experience in the authoring of Web site pages (i.e., designing, creating, implementing, manipulating, and integrating Web site pages and graphics).

NOTES:

- 1. Verifiable part-time experience will be pro-rated toward meeting full-time experience requirements.
- 2. Degree(s) must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If the degree was awarded by an educational institution outside the United States and its territories, the candidate must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the Internet at <http://www.cs.ny.gov/jobseeker/degrees.cfm>. Candidates will be required to pay the evaluation fee.

Adopted: 01/06/1998
Revised: 05/07/1998, 04/17/2002, 09/13/2006, 12/31/2022