

**JOB TITLE: Coordinator, Web Communications**

**JOB CODE: 26.07**

**GRADE: 21**

**CLASSIFICATION: Exempt**

**PURPOSE OF THE POSITION:** To enhance the City's web communication efforts and to promote and compliment the web operations of the communications group of the Office of the City Auditor and Clerk by managing and coordinating the content of all City of Sarasota web pages and; to design and lead in the analysis of organizational needs and goals and the design and implementation of internal and external web pages and applications.

**MINIMUM QUALIFICATIONS:** An Associates Degree in Computer Science, Graphic Design, Business Administration, Communications, or a related field, plus four (4) years of progressively responsible experience in content management, graphics design, and web site development; or the equivalent in education, training, and experience, which would provide the necessary knowledge, skills and abilities. The incumbent must have competency in HTML, JAVA, Dreamweaver, Flash, Search Engine Optimization, Design Concepts, and Technical Writing.

**SPECIAL REQUIREMENTS:**

- Exceptional reasoning, communication and customer service skills
- Exceptional skills as a written and oral communicator
- Political and business savvy
- Ability to view information as an organizational resource and technical capability to determine best practices in disseminating information via the web
- Exceptional skills in organizing and analyzing information
- Ability to establish and maintain effective working relationships with City departments and officials, and with the general public

**ESSENTIAL FUNCTIONS:**

- Consults with users and project teams to determine requirements for web pages and related applications
- Designs and implements internal and external web pages and applications
- Converts documents into HTML (Hypertext Markup Language) or other complex programming language. Determines user's needs, strategies, and goals and develops web pages that meet those needs
- Leads in the analysis of organizational needs and goals and the design and implementation of internal and external web pages and applications
- Develops and provides content for the organization's web site. Performs as editor of the site's content and gathers and researches information
- Designs graphics to enhance the look of the site. Responsible for making improvements or enhancements

**PUBLIC CONTACT:** Contacts are a highly important and essential part of this position. Contacts include City officials, employees, and other City departments to perform the essential functions described above

for providing information, advice, counsel, and assistance with their communication and content management needs.

**SUPERVISION RECEIVED:** Under the general direction of the City Auditor & Clerk of designated representative who provides areas of assignment and who reviews and evaluates work in terms of contacts maintained, priorities established, service provided, and results achieved. Most of the work of the incumbent is performed on the basis of his/her own independent judgment and initiative.

**SUPERVISION EXERCISED:** No direct reporting relationship. May serve as a lead worker on team or task force leader on large, unique, and complex assignments in which the incumbent will establish priorities, assign, layout, and review work of other IT personnel.

**PHYSICAL REQUIREMENTS:** This position requires the exertion of 50 pounds of force occasionally and up to 20 pounds of force frequently. Work requires considerable physical activity including walking, lifting, reaching, stooping, pulling, grasping, balancing, climbing, kneeling, standing and crouching. Incumbent is subject to inside and outside activities with a variety of weather changes or atmospheric conditions. Incumbent may be exposed to activities such as noise and jobs with potential hazards that may require special protection and/or special safety precautions. Visual acuity is required to inspect work completed by crews for accuracy and quality. Incumbent is required to hear sufficiently to perceive information at normal spoken word levels. Manual dexterity is required to operate equipment in performance of duties.

**ORGANIZATIONAL STATUS:** Under the direction of and responsible to the City Auditor & Clerk or designated representative.