

WEB DEVELOPMENT TECHNICIAN

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision, the incumbent of this class is responsible for developing, editing, writing, designing and coordinating the content and presentation of public information on websites. The incumbent of this position creates, edits, prepares and updates text, graphics and layouts for 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. The incumbent is responsible for ensuring consistency, accuracy, compliance with local, state and federal law and conformance to established standards of web design and content. Supervision may be exercised over subordinate staff. Does related work as required.

TYPICAL WORK ACTIVITIES: Creates, updates, edits and removes web pages from websites by reviewing submissions and ensuring conformance to standards; Directs and participates in the preparation of and researches, writes, and edits articles and public information material for presentation; Participates in planning the design and content of website homepages; Edits content and layouts for web pages and ensures compliance with accepted technical and design standards; Coordinates creation of web pages based on topic, event or subject matter as requested by the school district, Public Information Specialist and web providers, 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, prepares, modifies and embellishes them for publication to the website; Develops and maintains a style guide for properly filling spaces with correct language and design styles appropriate for the web; Advises and assists districts, Public Information Specialists and web providers with the creation of new web pages; Maintains and updates information that is published on the district's main web pages; Receives and reviews written requests for articles and information to be featured on the website to determine feasibility and appropriateness of the request; Reviews and monitors websites 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; May perform other incidental tasks, as needed.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Good knowledge of web design programming and software; Good knowledge of the theory and practice of public relations; Good 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 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, email and database software; Accuracy; Initiative; Good judgment; Tact; Physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS: Either:

- A. Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree in Information Technology, Computer Technology, Web Development, Marketing, Communications, or closely related field, and one (1) year experience where the primary function of the position was designing, creating, implementing, manipulating and integrating website pages and graphics.
- B. Graduation from a regionally accredited or New York State registered college or university with an Associate's Degree in Information Technology, Computer Technology, Web Development, Marketing, Communications, or closely related field, and three (3) years experience where the primary function of the position was designing, creating, implementing, manipulating and integrating website pages and graphics.
- C. Graduation from high school or possession of a high school equivalency diploma and five (5) years of full-time paid, or its part-time equivalent where the primary function of the position was designing, creating, implementing, manipulating and integrating website pages and graphics.
- D. An equivalent combination of training and experience, as defined by the limits of A, B, and C above.

Adopted: 4/11/22