

City of Fort Worth, Texas

Job Description

Classification Title	Web Administrator		
Job Code:	PR2790	Job Family:	Professional
Pay Grade	611	Date Created:	08/22/15
FLSA Status	Exempt	Date Revised:	04/07/26

GENERAL SUMMARY

Maintains website visual design and guidelines for the city's website. Ensures web properties conform to accessibility requirements; works with internal web developers and outside contractors to identify web content and functionality needs and assists in their creation.

ESSENTIAL DUTIES & RESPONSIBILITIES

The intent of this job description is to provide a representative summary of the major duties and responsibilities performed by incumbents of this job. Incumbents may be requested to perform job-related tasks other than those specifically presented in this description.

1. Maintains and updates department website content; creates new pages for programs; creates web graphics; and lays out content for presentation on the web, email and social media.
2. Consults with departments on overall web strategy; identifies areas where business systems can be used website processes or automatic updates; and provides process mapping and improvement and graphic design for promotional materials.
3. Advises IT Solutions on open data needs; and advises on enterprise technology strategy and needed improvements on items such as customer relations management, facility and program management solutions and communications technology in facilities.
4. Tracks web use statistical data to create reports for administration; and evaluates and updates existing webpages for correctness, relevance and visual appeal.
5. Performs other related duties as required.
6. Adheres to assigned work schedule as outlined in the Department and City attendance policies and procedures; ensures all behaviors comply with the City's Personnel Rules and Regulations.

KNOWLEDGE, SKILLS & ABILITIES

- **Knowledge of:**
 - City departments and functions.
 - Associated Press style conventions and City specific style and tone.
 - User behavior on the web, and user interface conventions and trends.
 - Marketing and advertising trends.
 - Design and typographic principles.

- Accessibility requirements for websites and digital communications.
- Open Cities or equivalent website content management platforms.
- **Skill in:**
 - Using latest web technologies.
 - Adobe Creative Suite/Cloud.
 - Windows and Macintosh systems and applicable software.
 - Troubleshooting.
 - Strategic thinking.
 - Delivering presentations.
 - Organization and time management.
 - Project planning.
 - Customer service.
- **Ability to:**
 - Communicate clearly and effectively, both orally and in writing.
 - Write clearly for a mass audience.
 - Plan and implement website review projects.
 - Assess technical level of candidates for positions or roles.
 - Interview stakeholders and users about needs and find a solution.
 - Analyze user behavior to identify patterns that may require modifications to system.
 - Use common analytics tools.
 - Identify complementary sources or create tests to collect additional sources of data on user behavior.
 - Present information in a visually appealing manner.
 - Determine content needs.
 - Read and research upcoming trends in technology.
 - Establish and maintain effective working relationships.

MINIMUM JOB REQUIREMENTS

Bachelor's degree from an accredited college or university with major course work in Business Administration, Public Relations, Journalism, Marketing, Communications, Public Administration or a related field and four years of increasingly responsible experience in public relations, journalism, marketing, communications, or a closely related field.

OTHER REQUIREMENTS

Valid Texas driver's license.

WORKING CONDITIONS

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Depending on assignment, positions in this class typically require touching, talking, hearing, seeing, grasping, standing, walking and repetitive motions.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Sedentary Work – Depending on assignment, positions in this class typically exert up to 10 pounds of force occasionally, a negligible amount of force frequently, and/or or constantly having to lift, carry, push, pull or otherwise move objects. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.