

LARAMIE COUNTY LIBRARY SYSTEM

JOB DESCRIPTION

Job Title	FLSA Status
WEBMASTER/WEB DESIGNER	NON-EXEMPT
Division	Pay Range
INFORMATION TECHNOLOGY	25

JOB SUMMARY

The primary responsibilities for the Webmaster/Web Designer are the design, development, updating, accuracy, general management and vision of the library's Internet and Intranet websites. Maintains and modifies the organization's Internet/Intranet efforts including content, graphical and multimedia displays, and communications. Typically works in set production schedules and at times under tight deadlines.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Maintains patron confidentiality in compliance with Wyoming state law.
2. Under the direction of the Information Technology Services Manager (immediate supervisor) and in consultation with Community/Media Relations Manager will analyze, design, and implement technical solutions via the organization's Internet/Intranet system.
3. Under the direction of the Information Technology Services Manager, meets with representatives from library divisions to discuss web site project requests. Will coordinate the content and organization of data with various departments but is typically not responsible for content development.
4. Will utilize proper production, technical and design technique specific to Internet/Intranet development.
5. Adheres to web site design standards. A web design team established the current standards. In consultation with the Community/Media Relations Manager, reviews, updates and keeps current the web site design standards for LCL. With Community/Media Manager, create web style guidelines and consistently maintain them.
6. Designs, maintains and documents the development of web pages for internet. This includes, but is not limited to:
 - Creates prototypes, seeks input, implements web pages under the direction of supervisor
 - In consultation with Community/Media Relations Manager, makes necessary changes to the design and layout of web pages
 - Conduct usability studies as necessary
 - Reviews all web content prior to and after release
 - Plans regular updates of pages to maintain timeliness of data
 - Day-to-day maintenance of web pages, including updating, checking links, reviewing monthly reports for errors within the site, etc.
 - Assures quality and integrity of web pages
 - Regular reviews for quality control and consistency
 - Total redesign and implementation of website as instructed by supervisor

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7. Designs, maintains and documents the development of web pages for intranet. This includes, but is not limited to:
 - Creates prototypes, seeks input, implements web pages under the direction of supervisor
 - In consultation with supervisor, makes necessary changes to the design and layout of intranet web pages
 - Maintains online forms
 - Gathers web statistics
 - Maintains staff in/out board
 - Posts to IT online procedures
8. Understands server applications as it pertains to web page content and design
 - Understands services such as Apache, SQL database, phpMyAdmin and PHP modules
9. As assigned design databases and troubleshoot and train support staff in use of MSOffice products.
10. Follows procedures, protocols and instructions relating to library's servers, access, installation and rights as directed by the Information Technology Services Manager.
11. Provides assistance to employees in relationship to web issues as necessary.
12. Develops web graphics.
13. Implements time-sensitive updates to web site information from numerous divisions.
14. Reviews, spell-checks, error checks all web content prior to and after release, to maintain high level of quality of pages.
15. Assures pages are referenced in the major search engines.
16. In consultation with supervisor, responds to or refers email inquiries sent to Webmaster.
17. Writes structured, validated and documented code for ease of maintenance so that the code can be read and understood by others.
18. Designs and recommends technical solutions based on Internet technologies.
19. Keeps current with new tools and utilities for maintaining and administering web sites and adopts those tools, after consulting supervisor, which will streamline the process of maintaining the library's website, LCLOnline.org. Stays current with developments in the core web technologies such as HTML, XHTML, CSS, PHP, database design and maintenance and dynamic scripting languages. Including blogs and RSS feeds.
20. Works with Information Technology Services Manager, who manages the technology budget for LCL, informed of costs for needed upgrades, software and equipment.
21. Writes and develops information as needed for placement on the web site.
22. Serves as resource person to Information Technology Services Manager and Community/Media Relations Manager on web site capabilities and limitations.
23. Responsible for all duties as defined in the Greeter Desk job description
24. Performs other necessary duties as assigned.

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MINIMUM REQUIREMENTS

- Associate's degree in web design or related field.
- Three or more years of progressively responsible related experience in web design.
- Or any equivalent combination of education, experience and training that provides the required knowledge, skills, and abilities.

REQUIRED CERTIFICATIONS, SKILLS AND ABILITIES

- Considerable knowledge of computer programming theory, principles, and practices.
- Considerable knowledge of current Web related programming languages.
- Considerable knowledge of graphics and design software.
- Considerable knowledge and experience in basic web design, accessibility and usability.
- Considerable knowledge of MSOffice programs.
- Working knowledge of local area networks (LANs).
- Ability to troubleshoot software programs;
- Familiarity with the creation and management of embedded webpage media; graphics, forms, audio, video and scripting
- Good creative and interpretive skills
- Good project management skills and ability to meet project deadlines;
- Ability to communicate effectively orally and in writing.

REPORTING RELATIONSHIPS

Reports to: Manager, Information Technology Services

Supervises: None

PHYSICAL EFFORT AND WORKING ENVIRONMENT

The physical demands and work environment 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.

Work involves walking, talking, hearing, using hands to handle, feel or operate objects, tools, or controls and reach with hands and arms.

Vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus.

The employee may be required to push, pull, lift, and/or carry up to 40 pounds.

The noise level in the work environment is usually moderately quiet.

LATEST REVISED DATE 2/2010