

WEB SPECIALIST

Job Code	Pay Grade
07526	CL16

Nature of Work

This is advanced skilled technical work involved in the development and ongoing maintenance of Pinellas County's website. An employee in this class is responsible for reviewing and organizing information as well as developing website pages utilizing available web-based technology. Work involves meeting with departmental staff to plan and develop website projects. This individual collects and analyzes data and assists in program planning and development activities. At this level the employee exercises team leadership and coordinates responsibility with internal staff and external clients and vendors. Incumbent performs advanced technical and highly specialized assignments including the most complex projects.

Minimum Qualification Requirements

- 6 years experience in website development, commercial or graphic art work, or a related field that includes assignments requiring application of automated office information systems, data processing, word processing and related graphic art technologies; or
- Associate's degree or completion of 2 years of technical or vocational coursework in website development, graphic arts, commercial art, or directly related field and 4 years experience applying advanced skills in commercial or graphic arts; or
- Bachelor's degree in commercial or graphic design, or directly related field and 2 years experience applying advanced skills in website development, commercial or graphic arts; or
- An equivalent combination of education, training, and/or experience.

Appointing Authority May Also Require

- Florida Driver's License or Florida Commercial Driver's License and endorsement, if any.
- Assignment to work a variety of work schedules including compulsory work periods in special, emergency, and/or disaster situations.
- Other highly desirable knowledge, skills, abilities, and credentials relevant to a position.

Illustrative Tasks (These are examples and are not all inclusive.)

- Designs, creates, and maintains web pages according to county standards; documents the development of web pages.
- Performs graphic manipulation and compression for the website to ensure the site is user friendly.
- Designs and edits graphics and photos for use on the websites and in other various projects.
- Works closely with employees in the Business Technology Services (BTS) department.
- Meets with department representatives or Communications staff to determine job requirements, budget, concept and design of job; recommends most visually and cost-effective graphic presentation.
- Determines style, technique, and medium best suited to produce the desired effect within budget constraints.
- Designs, lays out, and produces artwork on posters, display panels, signage, diagrams, and maps.
- Designs and prepares interactive electronic files.
- Maintains and reports project workflows in a project management environment.
- Checks condition of computer, peripheral and printing equipment and reports defects to superior for repairs.
- Performs related work as assigned or required.

WEB SPECIALIST (continued)

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Knowledge, Skills, and Abilities

- Knowledge of the principles, methods, and techniques used in developing websites.
- Knowledge of computer operation and computer software programs for creating website pages in a variety of formats.
- Knowledge of basic web server file system maintenance.
- Knowledge of the techniques of commercial art procedures and production.
- Knowledge and skill in the design and production of current web related applications.
- Knowledge of the principles, practices, techniques and instruments associated with graphics and design work.
- Knowledge and skill in use of both Mac and PC platforms, operating systems, file formats, and current mainstream graphics software.
- Knowledge of printing industry as it relates to processes and production procedures; including estimating, pre-press direction, film/digital proof approval, press checks and archiving.
- Knowledge of a variety of small and large format output devices.
- Skill in the development and application of graphic arts; from client assembly of comps/proofs to final output for production.
- Skill in the use of computer software utilized in preparing web pages.
- Ability to produce and manipulate graphics for electronic presentations such as digital photography, 3D and 2D graphics, 3D and 2D animations and streaming digital video.
- Ability to setup and use digital photographic equipment, manipulate and edit digital video and photographic imagery.
- Ability to independently prepare commercial quality graphic materials and electronic files.
- Ability to prepare accurate drawings, maps, renderings and layouts.
- Ability to train and advise other graphic artists and perform project leadership responsibilities.
- Ability to work in a deadline driven work environment.

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Created	EEOC Code	Overtime Code
8/11	Technicians	Classified/Excluded