



City of Casa Grande

Web Services & Media Coordinator

GENERAL PURPOSE: Under general supervision, responsible for writing, editing, designing, maintaining, updating and managing the City's websites (intranet and internet) and assists departments in updating departmental content on websites and pages. Will also provide citywide support in graphic design for print, web and video media.

PRIMARY DUTIES AND RESPONSIBILITIES:

*The following duties **ARE NOT** intended to serve as a comprehensive list of all duties performed by all employees in this classification, only a representative summary of the primary duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.*

- Designs, creates and manages the City's internet and intranet websites to include overall look, design, format, function and navigation. Responsible for day-to-day maintenance and operation of the sites.
- Works with City department representatives to identify, define and develop website content and create their website presentations; researches and writes content and creates new pages while keeping all pages current on the site.
- Creates graphics/maps for the website using varied graphics software/applications; formats documents, photographs and graphics submitted for use on the website.
- Develops web-based applications needed to make the website interactive to accomplish web objective of requesting departments; assists with user implementation of web-based applications; creates any interactive web-based forms.
- Implements multimedia solutions such as web cams, streaming video, animation and audio clips for the website.
- Provides citywide support in graphic design for print, web and video media.
- Recommends policies and standards on website content, ensures compliance with applicable laws, regulations and policies, and generates activity reports as requested; develops and conducts training as necessary; serves as a resource for web contributors and other web publishers within the City.
- Imports, exports and converts data from a variety of sources and formats.
- Researches and evaluates hardware and software required to support web applications.
- Performs other duties as assigned or required.

SUPERVISION EXERCISED: None.

MINIMUM QUALIFICATIONS:

Education and Experience:

Bachelor's Degree in Web Design and Development or related field, and a minimum of three (3) years of web design experience, including one year in graphic design, desktop publishing, and video production; OR an equivalent combination of education and experience.

Necessary Knowledge, Skills and Abilities:

Knowledge of:

- City policies and procedures.
- Web page design and layout
- Expert knowledge of CMS systems, especially WordPress. Working knowledge of Adobe Creative Suite
- Local system access, file sharing, and security guidelines and procedures.
- Graphic design concepts.
- Audio visual systems, technology and communications
- Laws, codes and regulations pertaining to the use of internet hardware and software.

Skill in:

- Using a computer and related equipment and web development and site management applications.
- Analyzing problems and determining effective solutions.
- Assessing and prioritizing multiple tasks, projects and demands.

Ability to:

- Follow and effectively communicate technically complex instructions.
- Establish and maintain cooperative working relationships with City departments and City employees.
- Perform duties in print, web and video.

Special Requirements: None.

Physical Demands / Work Environment: Standard office environment.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as needed.