

WEB SITE DESIGNER
IT DEPARTMENT
Pulaski County & Pulaski County Public Schools

Department: Information Technology

Reports to: IT Director

Supervision Exercised: None

Supervision Received: Work is performed under regular supervision

Classification (FLSA): Non-Exempt, Full time – Forty (40) hours/week

Essential Duties:

- Develops, designs, implements and maintains county and school district websites
- Develops any special district/county web projects
- Develops and coordinates a web committee in support of constituents needs
- Monitors, improves, and updates the publication and performance of all websites
- Takes responsibility for the content, quality, design and style of the school district and county websites
- Enforces guidelines, standards, board policies and state laws as they pertain to all websites within the school district and county
- Optimizes web architecture for navigability (browser and mobile platforms)
- Maintains, converts and optimizes published documents for online use
- Assists teachers publishing teacher websites
- Serves as a help desk for parents and community searching for district/county information
- Track and analyze web traffic statistics for periodic reporting and review of content effectiveness
- Checks published websites to insure compliance with the U.S. Office of Civil Rights

Knowledge, Skills & Abilities:

- Organizational skills in file management with a large variety of file types
- Knowledge of Microsoft web server and development products (i.e. Expression Studio, Visual Studio, InfoPath, IIS and IIS plugins)
- Ability to pay attention to detail and possess strong organizational and communication skills
- Ability to work well with others
- Experience with backup, recovery, planning, e-commerce, online payments, and security procedures

Physical Requirements:

- Ability to read and write and to exchange information

- Ability to lift and carry up to 50 pounds
- Dexterity required to operate keypads, push buttons and switches
- Ability to work independently in the absence of specific instruction
- Ability to meet the public and employees courteously
- Good verbal and written communication skills
- Ability to walk, squat, kneel, bend and traverse stairs (in order to reach equipment locations)
- Demonstrated ability for attention to detail

Education & Experience:

- Associates degree (Bachelors preferred) with additional specialized technical training in web design and development
- Proficient in HTML, HTML5, ASP, .NET, CSS, PHP, JavaScript, AJAX, XML and other web technologies and standards
- Knowledge of IIS and web based authentication (Basic, Forms, Claims Based, Windows)
- Preferred requirements include working with Google Analytics, WebTrends, Social Media campaigns, Photoshop and Search Engine Optimization; understanding of multimedia, social media, mobile and emerging technologies, as well as the application of these tools
- Graphic design experience using tools such as Adobe Creative Suite and Expression Studio

Professionalism and Confidentiality:

- Must be able to understand, implement and abide by all County policies and procedures
- Utmost confidentiality with all information and files
- Promote an effective teamwork environment
- Works with other staff to discuss and resolve problems or issues, promote ideas for improvement and provides updates on plans and activities

Note: This job description is not intended to be all –inclusive. An employee will also perform other reasonably related job responsibilities as assigned by the County Administrator, department head or supervisor. Pulaski County reserves the right to revise or change job duties as the need arises. Moreover, management reserves the right to change job descriptions, job duties or working schedules based on their duty to accommodate individuals with disabilities. The job description does not constitute a written or implied contract of employment.

I have read, understand and accept the duties, standards and expectations required of this position. I hereby affirm my good faith compliance with all policies and procedures.

Employee: _____

Date: _____