

WEB MANAGER

MAJOR FUNCTION

This is management and administrative work responsible for the content and consistent look of all BCC Intranet/Internet Web sites. The position uses the general knowledge of Marion County's infrastructure and systems organization and operations to act as the liaison between the web sites and users.

ESSENTIAL FUNCTIONS

The following statements describe the principal functions of this job and its scope of responsibility, but should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including working in other functional areas to cover absences or relief, to equalize peak work periods or otherwise to balance the work load.

- Maps the flow of the sites, creates general graphics, and provides specifications to the users using a wide range of policies, rules, and regulations as they apply to web site administration and system integration.
- Creates and maintains all BCC web sites. Plans and directs the design and maintenance of site relational diagrams and page content for web servers or access points.
- Evaluates and recommends new versions of web authoring software and tools for purchase to improve overall effectiveness and ensure development tools are useful and fully supported.
- Confers with other information systems employees on usual and difficult procedures and offers advice and assistance as needed concerning web mastering/authoring technologies.
- Responsible for coordinating all aspects of web authoring process, including key input into the establishment of standards based on policies and general user support of all Intra/Internet web-based projects.
- Implements, maintains and provides support for web enabled HTML file structures on systems. Develops recommendations and courses of action to attain designed objectives.
- Develops web design standards and techniques to be followed by staff for all county websites.
- Administers and implements the security within the web applications used within the county websites. Verifies that security within the web follows current security practices established within the County.
- Works with a variety of programming languages and multimedia applications for overall web development, administration and management.
- Leads in the analysis of organizational needs and goals and the design and implementation of internal and external web pages and applications. Consults with users and project teams to determine requirements for web pages and related applications.

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- Analyzes user specifications and requirements for web-based projects.
- Administers software upgrades and patches for all software used to build and maintain county internet and intranet websites.
- Provides internal and external user support. Resolves all problems as assigned and makes recommendations and reports any unresolved problems for resolution.
- Devises complete computer system requirements and layout; develops major area of machine procedure and outlines computer instructions.
- Confers with departmental officials for preliminary determination of program feasibility; reviews existing procedures, and defines problem and machine capability.
- Responsible for administering a wide range of policies, rules and regulations as they apply to information systems activities, database administration, and systems integration.
- Responsible for coordinating all aspects of the process, including the establishment of standards, instituting proper recovery systems, and general application support of all projects. Implements, maintains, and provides support for all file structures on all systems.
- Schedules work flow and develops programming techniques; prepares budget estimates for current and proposed projects. Performs systems analysis and codes programs using current programming techniques and standards.
- Prepares detailed flow-charts, diagrams, and specifications from which program will be written. Coordinates interface between programmers and users for all areas of County government.
- Provides internal and external user support. Resolves all problems as assigned and makes recommendations and reports any unresolved problems for resolution.
- Responsible for the recovery of lost data on the intranet. Administer backup and recovery methods to be used for county websites.
- Administer, install, and configure software used on the web servers. Also ability to integrate related 3rd party web applications.
- Provide and monitor website statistical reporting.
- Configure and support databases used for intranet web applications.
- Create and design graphics used in the county's internet and intranet websites.
- Train customers on the use of new website updates to county intranet site.

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SECONDARY FUNCTIONS

- Performs other duties as assigned.

CUSTOMER SERVICE

This is a front-line position for providing excellent customer service to members of the general public and other County employees. Personal contact occurs with other employees of the unit, employees of other departments in the County, citizens, and customers of the department. Service is provided in person or by phone contact.

SUPERVISION

Occasionally functions as a lead worker for a small group of employees (one to five). Reviews the work product of others. Provides guidance, advice, and assistance to others on work assignments.

EDUCATION, EXPERIENCE, LICENSES, AND CERTIFICATIONS

Education and Experience

Bachelor's Degree or equivalent from a four year college with major course work in management information systems; with two years related lead worker or supervisory experience in systems analysis, programming, telecommunications, networking technology and computer operations; or maintenance of web sites, web pages and related active server functions.

Licenses

Valid Florida Driver License.

JOB SKILLS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements are representative of the knowledge, skills, and ability required.

Language Skills

- Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents.
- Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community.
- Ability to write speeches and articles for publication that conform to prescribed style and format.
- Ability to effectively present information to top management, public groups, and/or boards.

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Mathematical Skills

- Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.
- Ability to apply concepts of basic algebra and geometry.

Problem Solving Abilities

- Ability to define problems, collect data, establish facts, and draw valid conclusions.
- Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.
- Implements plans, specifications, and programs as directed.
- Functions independently as an expert in matters of specialized code pertaining to web site development rules and policies.

Specialized Skills and Abilities

- Thorough knowledge of the principles, practices, and techniques of information systems and computer equipment. Thorough knowledge of HTML and scripting technologies.
- Knowledge of web site administrative and system integration, to include implementing technologies to interact with data bases and render information in HTML.
- Expert knowledge of various computer platforms as adopted by the County.
- Thorough knowledge of the object oriented language and database infrastructure adopted by the County.
- Considerable knowledge of local, wide and wireless area networking fundamentals.
- Expertise in current systems and methodologies regarding relational database architecture, structure and design.
- Experience with programming in current County standard languages.
- Ability to plan, schedule, coordinate, and review the work of other technicians.
- Ability to administer a wide range of policies, rules, security and maintenance procedures and evaluate their effectiveness.
- Ability to organize material, analyze a wide variety of information and develop appropriate recommendations.

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- Ability to work with limited supervision. Ability to plan, schedule, coordinate, and review with County departments where applicable for the purpose of analyzing, designing, developing, and implementing the presentation and marketing-features of the websites, as opposed to business/e-commerce applications.
- Ability to communicate effectively and tactfully with department officials and other administrative personnel toward development of their web content for the public.
- Ability to organize material, analyze a wide variety of information, and develop appropriate recommendations, such as graphical content and other multimedia applications.
- Ability to plan and prioritize work and meet multiple deadlines.
- Knowledge of current trends in computer applications relating to web site technologies, including expertise in leading systems-related projects as appropriate.
- Ability to remain calm in stressful situations.
- Ability to take a teamwork approach to the job by cooperating with others, offering to help others when needed, and considering larger organization or team goals rather than individual concerns. Includes the ability to build a constructive team spirit where team members are committed to the goals and objectives of the team.

Machines and Equipment

This employee will be required to operate a computer, calculator, telephone, fax machine, copy machine, and other general office equipment in the completion of the tasks of the position.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to sit, and talk or hear. The employee is frequently required to use hands to finger, handle, or feel, and reach with hands and arms. The employee is occasionally required to stand, walk, stoop, kneel, crouch or crawl, and lift up to fifty pounds. The noise level for this job is moderate. Special vision requirements are close and color vision, depth perception, and ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job in a typical indoors office environment. The noise level for this environment will be moderate.

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