

**City of Dallas
Classification Specification**

Title:	Web Site Designer	Class Code:	36509
Application:	Single Incumbent	Pay Grade:	J
Supplemental/Code:	Administrative/1	Established:	10/01/94
FLSA Status:	Exempt	Revised:	01/1/09

Position Purpose:

Develops, designs, maintains the city's internet and intranet web site pages utilizing artistic and technical expertise.

Essential Functions:

1. Meets with representatives from client department(s) to plan web site projects.
2. Implements time-sensitive updates to web site information from all city departments.
3. Designs, develops, identifies improvements, and recommends technical solutions based on Internet technologies.
4. Works with Public Information Department to disseminate citizen sensitive information for web site.
5. Researches new technologies for web site enhancements in Hypertext Markup Language (HTML), sound, video, animations, and other related features.
6. Regular, reliable and punctual attendance is an essential function of the job.

Knowledge, Skills and Abilities Required to Perform Work:

Thorough knowledge of the principles, methods and techniques used in developing web sites.

Thorough knowledge of technical requirements in web page production (including graphic creation/optimization and animation).

Considerable knowledge in the operation of a computer and the use of computer software programs for creating artistic web site pages in a variety of formats.

Considerable knowledge of HTML, Java, JavaScript, digitizing video techniques and other web languages.

Ability to create, design and develop web pages and web sites for the Internet and Intranet.

Ability to create the overall navigation flow, layout of specific pages, and creation of individual graphic elements for web site pages.

Ability to work independently, plan, organize and execute assignments with minimum supervision.

Ability to organize and coordinate multiple, time-sensitive assignments, and to maintain work records.

Ability to conduct research, organizes, analyze, prepare and present technical information.

Ability to communicate effectively, both orally and in writing.

Ability to establish and maintain an effective working relationship with all levels of management, city officials, vendors, other government agencies, other employees and the general public.

Working Conditions and Hazards:

Work performed under normal office conditions.

The above statements are intended to describe the general nature and level of work performed by personnel assigned to this classification and is not necessarily an exhaustive list of all responsibilities, duties and skills required.