

## PROGRAM SPECIALIST (WEB EDITING)

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision, an incumbent of this class assists in editing, writing and coordinating the content and presentation of public information on the county's website. The incumbent creates, edits, prepares and updates text, images and layouts for the web site content, within the framework of the content management system. Work involves evaluating incoming job requests, assisting in determining priorities, and advising departments regarding project execution. The incumbent is responsible for monitoring department web pages and working with assigned department contacts to ensure compliance with Department of Information Technology standards and appropriate regulations regarding accessibility. This class differs from the higher level Program Administrator (Web Editing) in that incumbents work on assigned projects with direction and oversight from higher level personnel. Work is performed on directed tasks in relation to design, with limited independent decision making. Does related work as required.

### EXAMPLES OF WORK: (Illustrative Only)

Edits content, images and layouts for web pages to achieve the most effective presentation of information in conformance to the county web design/layout and ADA accessibility guidelines and standards;

Assists in running accessibility reporting tools and programs (i.e.aDesigner and WAVE) to identify, mitigate and correct errors and issues highlighted in report results;

Reviews county web sites to ensure compliance with county web standards/guidelines including ADA regulations;

Prepares reports regarding compliance with departmental standards and shares same with department web contacts and IT unit leaders;

Assists in maintaining the overall design standards, integrity and consistency of the brand across all departments, platforms and devices;

Provides format, design and content using appropriate vocabulary, spelling, and grammar for assigned projects that adhere to accepted content management system standards;

Monitors e-mails from County departments regarding submissions for web content, addressing basic requests and assisting higher level personnel as directed for more complex issues;

Participates in the development of design concepts for visually communicating with the public in support of departmental goals and objectives;

Edits web pages including images and text;

Uses computer applications or other automated systems such as spreadsheets, word processing, calendar, e-mail and database software in performing work assignments;

May perform other incidental tasks, as needed.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES:

Thorough knowledge of web content management systems software such as Joomla; thorough knowledge of ADA requirements and regulations as they relate to web design; thorough knowledge of County standards and practices regarding web site consistency for branding and integrity; good knowledge of tools and techniques used to design, layout and produce both visual and text messaging on the web; good knowledge of the principles of web layout and design; creative and technical ability; ability to establish effective working relationships with others; ability to coordinate work with other staff; ability to research and collect information and data from a variety of sources; ability to use computer applications such as spreadsheets, word processing, e-mail and database software; ability to read, write, speak, understand, and communicate in English sufficiently to perform the essential duties of the position; good judgment; initiative; resourcefulness; tact; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Possession of a high school or equivalency diploma and either: (a) a Bachelor's Degree\* in English, Journalism, Marketing, Visual Arts, Communications, or closely related field, and one year of experience using a web-based Content Management System (e.g. WordPress, Joomla, Drupal, etc.) for which a primary function of the position was the design, editing, implementation or presentation of visual and textual content for distribution across multiple platforms including web, digital media, social media, or print materials; or (b) a Bachelor's Degree\* and two years of experience as described in (a); or (c) six years of experience as described in (a)..

SUBSTITUTION: Satisfactory completion of 30 credits\* toward a degree in English, Journalism, Marketing, Visual Arts, Communications, or closely related field, may be substituted on a year for year basis for up to three years of the above experience.

\*SPECIAL NOTE: Education beyond the secondary level must be from an institution recognized or accredited by the Board of Regents of the New York State Department of Education as a post-secondary, degree-granting institution.