

## **SENIOR WEB DESIGNER / ANALYST**

### **DISTINGUISHING FEATURES OF THE CLASS:**

This position performs technical activities related to designing and developing websites, web content, and digital graphics for the County's internet and intranet websites as well as for municipalities and other agencies within Dutchess County. Responsibilities include all tasks required to design and develop a website, such as requirement gathering and analysis, writing design specifications, creating mock designs, creating web pages using a content management system or directly writing web mark-up, styling web content using stylesheets, using scripting languages and data structures to integrate with web applications and platforms, designing and creating web graphics, and evaluating web products. This position differs from the Web Designer / Analyst title in that the incumbent is expected to demonstrate advanced performance, executing projects with significant independence and providing advisement to clients on effective content creation while having less supervisory oversight. Additionally, this title differs from a Systems Analyst in that it is focused on web content and design rather than application development. Work is typically performed under the general direction of a Project Leader. Supervision may be exercised over subordinate or support staff.

### **TYPICAL WORK ACTIVITIES:**

Typical work activities for incumbents in this title include those listed below in addition to those typical work activities performed by lower level titles in the series. They are indicative of the level and types of activities performed by incumbents in this title. It is not meant to be all inclusive and does not preclude a supervisor from assigning activities not listed which could reasonably be expected to be performed by an employee in this title.

1. Develops and reviews high-level conceptual website designs;
2. Develops and reviews detailed designs for websites and graphics, addressing accessibility concerns as dictated by the Web Content Accessibility Guidelines (WCAG);
3. Advises and trains clients on content creation, including the use of Federal Plain Language Guidelines;
4. Assists clients with creating content that delivers their intended message in a way that reaches the maximum intended audience;
5. Reviews content and recommends improvements in alignment with Federal Plain Language Guidelines;
6. Works with other technical staff to implement security controls for websites and content management systems according to County standards and industry best practices;
7. Reviews the work produced by employees of lower level titles and provide suggestions for improvement;
8. Advises employees of lower level titles to help them improve their work and build their skills;
9. Provides technical assistance and guidance to project staff;
10. Uses web scripting languages to integrate appropriate web applications with website content;
11. Develops written standards and guides for web content and design;
12. Analyzes data from website analytics to improve web content and identifies potential value for additional content, ultimately making web content and delivery more effective;

## **SENIOR WEB DESIGNER / ANALYST (cont'd)**

### **FULL PERFORMANCE KNOWLEDGE, SKILLS, AND ABILITIES: (cont'd)**

Knowledge of website analysis, design, development and implementation;  
Knowledge of the current website principles, practices, methods and techniques, including incorporation of accessible design;  
Knowledge of federal, state, and local legislation, policies, standards, and guidelines related to web content accessibility and design;  
Knowledge of methods for securing websites and content management systems;  
Knowledge of graphics design and related tools and techniques;  
Ability to analyze, evaluate and adapt new software and technologies into current and future websites;  
Ability to develop professional looking websites that offer the best user experience and meet client expectations;  
Ability to use web design technologies, such as HTML, CSS, and JavaScript to create an effective and engaging user experience;  
Ability to analyze existing web content and identify areas for improve user experience;  
Ability to analyze data collected by web analytic metrics and use that information to improve website design and content;  
Ability to independently identify, analyze, research, develop, and implement solutions for complex problems;  
Ability to present ideas clearly and concisely, both orally and in writing;  
Ability to establish and maintain effective working relationships with departmental staff and client agencies, including the ability to understand and meet the user's needs;  
Personal characteristics necessary to perform the duties of the position;  
Physical condition commensurate with the demands of the position.

### **MINIMUM REQUIREMENTS:**

- EITHER:        A)        Bachelor's degree in computer information systems, graphics art, or a closely related field AND three (3) years of recent\* work experience directly designing/developing commercial or government websites including the graphics design;
- OR:             B)        Associate's degree in computer information systems or graphics art or closely related fields AND five (5) years of recent\* work experience directly designing/developing commercial or government websites including the graphics design;
- OR:             C)        An equivalent combination of training, education, and experience as specified in A and B above.

\*Recent work experience is defined as work occurring within the five (5) years immediately prior to the date of application. Part-time work experience is not acceptable

**SENIOR WEB DESIGNER / ANALYST** (cont'd)

**MINIMUM REQUIREMENTS:** (cont'd)

NOTE: Your degree or college credit must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education.

**SPECIAL REQUIREMENTS:**

Possession of a New York State Driver License at time of appointment and to maintain position.

ADOPTED: 01/01/2021