



**Code: 0653**

Family: Information Technology

Service: Administrative

Group: Clerical, Accounting, and General Office

Series: Information Technology

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## **CLASS TITLE: WEB AUTHOR**

### **CHARACTERISTICS OF THE CLASS**

Under general supervision, performs a combination of writing and web development functions. Positions plan, write copy and edit narrative content and use software tools to creatively present graphics on a city department's independent Internet Web site OR monitor the activities of operating departments' Internet and Intranet Web sites to ensure consistency with city standards, and performs related duties as required

### **ESSENTIAL DUTIES**

- Writes copy, updates existing text and converts user-developed content to reflect on-line information concerning departmental programs and services
- Creates and edits text and graphics for a departmental Internet Web site using authoring or scripting languages (e.g., Java Script, HTML, CSS, Adobe Flash)
- Establishes links to internal and external Web sites to expand search functionality
- Creates graphics (e.g., illustrations, photographs, bullets) and uses graphic design principles (e.g., color, contrast, balance) to create aesthetically appealing images and user-friendly Web pages
- Updates and maintains Web sites and databases linked to sites to ensure information is current and accurate and to verify that links operate effectively
- Uses streaming media technologies to distribute live broadcasts or prerecorded video files through the web site
- Monitors and troubleshoots activity of servers and browsers to ensure adequate storage is available to effectively transmit and download files and to test compatibility with existing services
- Secures Web site to control user access and installs security and anti-virus software to protect department information
- Drafts and updates operating procedures to document standards for Web site design, maintenance and administration
- Uses Web tracking tools (e.g., Google Analytics) to collect and analyze Internet service usage and performance statistics for management reports
- Assists city departments in the planning, content development and maintenance of respective Web sites
- Conducts training for end users on the set-up of departmental categories and home pages
- Receives, tracks and resolves content issues and escalates technical matters to the city's Web support team
- Serves as liaison with consultants regarding software problems and system enhancements
- Researches technology initiatives to support business improvements and to market programs and services in operating departments

**NOTE:** *The list of essential duties is not intended to be inclusive; there may be other duties that are essential to particular positions within the class.*

## MINIMUM QUALIFICATIONS

### Education, Training, and Experience

- Four years of combined work experience in writing and editing narrative content and web design or electronic publishing using web programming and scripting languages, or an equivalent combination of education, training and experience

### Licensure, Certification, or Other Qualifications

- None

## WORKING CONDITIONS

- General office environment

## EQUIPMENT

- Standard office equipment (e.g., telephone, printer, photocopier, fax machine, calculator)
- Personal computers and peripheral equipment (e.g., desktop computer, laptop computer, hand-held computer, computer terminals, modems, scanner)

## PHYSICAL REQUIREMENTS

- No specific requirements

## KNOWLEDGE, SKILLS, ABILITIES, AND OTHER WORK REQUIREMENTS

### Knowledge

Moderate knowledge of:

- \*writing and formatting styles and methods used in web design or electronic publishing
- \*Web design principles and technologies
- \*applicable computer software packages
- \*Web authoring tools and scripting languages

Some knowledge of:

- the operations and administration of servers and browsers
- Internet security policies and protocols
- space management, file back up and restoration/disaster recovery techniques

Knowledge of applicable City and department policies, procedures, rules, regulations, and ordinances

### Skills

- \*ACTIVE LEARNING - Understand the implications of new information for both current and future problem-solving and decision-making
- \*ACTIVE LISTENING - Give full attention to what other people are saying, take time to understand the points being made, ask questions as appropriate, and not interrupt at inappropriate times
- \*CRITICAL THINKING - Use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems

- **LEARNING STRATEGIES** - Select and use training/instructional methods and procedures appropriate for the situation when learning or teaching new things
- **TECHNOLOGY DESIGN** – Generate or adapt equipment and technology to serve user needs
- **TROUBLESHOOTING** – Determine cause of operating errors and decide what to do about it

**Abilities**

- **COMPREHEND ORAL INFORMATION** - Listen to and understand information and ideas presented through spoken words and sentences
- **SPEAK** - Communicate information and ideas in speaking so others will understand
- **COMPREHEND WRITTEN INFORMATION** - Read and understand information and ideas presented in writing
- **WRITE** - Communicate information and ideas in writing so others will understand
- **VISUALIZE** - Imagine how something will look after it is moved around or when its parts are moved or rearranged
- **DEMONSTRATE ORIGINALITY** – Come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem

**Other Work Requirements**

- **INITIATIVE** - Demonstrate willingness to take on job challenges
- **LEADERSHIP** – Demonstrate willingness to lead, take charge and offer opinions and direction
- **DEPENDABILITY** - Demonstrate reliability, responsibility, and dependability and fulfill obligations
- **ATTENTION TO DETAIL** - Pay careful attention to detail and thoroughness in completing work tasks
- **INNOVATION** – Think creatively about alternative to come up with new ideas for and answers to work-related problems
- **ANALYTICAL THINKING** – Analyze information and using logic address work or job issues and problems

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All employees of the City of Chicago must demonstrate commitment to and compliance with applicable state and federal laws, and City ordinances and rules; the City's Ethics standards; and other City policies and procedures.

The City of Chicago will consider equivalent foreign degrees, accreditations, and credentials in evaluating qualifications.

\* May be required at entry.

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City of Chicago  
Department of Human Resources

Date: August, 2011