



Code: 06D6
Family: IT-Design
Service: Administrative
Group: Clerical, Accounting, and General Office
Series: Information Technology

CLASS TITLE: WEB DESIGNER

CHARACTERISTICS OF THE CLASS

Under general supervision, responsible for designing the overall layout and aesthetic for websites; and performs related duties as required.

This class is assigned to the City's Design Information Technology Job Family which consists of design specialists that simplify the design and makeup of hardware, software devices and user interfaces for products.

ESSENTIAL DUTIES

- Codes webpages or entire websites to reflect online information concerning departmental programs and services
- Meets with business owners to review website templates or refine their designs and runs tests to preview layouts and website features
- Creates graphics (e.g., illustrations, photographs) and uses graphic design principles to create aesthetically appealing images and user-friendly webpages
- Collaborates with other designers, editors, writers, project managers, and internal business partners to deliver cohesive solutions
- Presents creative work and offer creative perspective for internal teams and business partners
- Updates and maintains websites and databases linked to sites to ensure information is current and accurate and to verify that links operate effectively
- 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 website to control user access and installs security and anti-virus software to protect department information
- Drafts and updates operating procedures to document standards for website design, maintenance, and administration
- Uses web tracking tools 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 websites
- Conducts training for end-users on the set-up of departmental categories and home pages
- Receives, tracks, and resolve content issues and escalates technical matters to the city's web support team
- Serves as a liaison with consultants regarding software problems and system enhancements

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

- Three (3) years of work experience performing digital graphic design, 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., phone, printer, copier, computers, mobile devices)
- Standard productivity suites (e.g., Microsoft Office Suite, OpenOffice, Google Workspace)

PHYSICAL REQUIREMENTS

- No specific requirements

KNOWLEDGE, SKILLS, ABILITIES, AND OTHER WORK REQUIREMENTS

Knowledge

Moderate knowledge of:

- *digital design including web UI design and optimization, responsive/mobile-first design principles and accessibility
- HTML/CSS and web content management platforms
- Figma (able to deliver pixel-perfect design files with requirements to a development partner)
- *writing and formatting styles and methods used in web design
- *web design principles and practices
- *applicable computer software packages
- *web design tools and scripting languages
- the operation 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, and regulations

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
- COMPLEX PROBLEM SOLVING - Identify complex problems and review related information to develop and evaluate options and implement solutions

- TIME MANAGEMENT - Manage one's own time or the time of others
- COORDINATION WITH OTHERS - Adjust actions in relation to others' actions
- JUDGEMENT AND DECISION MAKING - Consider the relative costs and benefits of potential actions to choose the most appropriate one
- SYSTEMS ANALYSIS - Determine how a system should work and how changes in conditions, operations, and the environment will affect outcomes

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
- CONCENTRATE - Concentrate on a task over a period of time without being distracted
- RECOGNIZE PROBLEMS - Tell when something is wrong or is likely to go wrong
- REASON TO SOLVE PROBLEMS - Apply general rules to specific problems to produce answers that make sense
- COME UP WITH IDEAS - Come up with a number of ideas about a topic
- MAKE SENSE OF INFORMATION - Quickly make sense of, combine, and organize information into meaningful patterns
- REACH CONCLUSIONS - Combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events)

Additional Competency Requirements

- COMMUNICATION FOR RESULTS – Writes, speaks and presents effectively. Explains the immediate context of the situation, asks questions with follow-ups and solicits advice prior to taking action. Develops presentations to influence others by using graphics, visuals or slides that display information clearly. Listens and asks questions to understand other people's viewpoints.
- GROWTH MINDSET – Takes ownership of personal growth. Identifies knowledge gaps. Asks questions of subject matter experts and seeks help when needed. Keeps abreast of information, developments and best practices within a field of expertise (e.g., by reading, interacting with others or attending learning events).
- INITIATIVE – Volunteers to undertake tasks that stretch his or her capability. Identifies who can provide support and procures their input. Identifies problems and acts to prevent and solve them.
- OWNERSHIP AND COMMITMENT – Volunteers to undertake tasks that stretch his or her capability. Checks the scope of responsibilities of self and others. Monitors day-to-day performance and takes corrective action when needed to ensure desired performance is achieved. Identifies problems and acts to prevent and solve them. Identifies who can provide support and procures their input.
- ADAPTABILITY – Recognizes and responds appropriately to new or changing situations. Adjusts to changing priorities. Determines when others' points of view are reasonable or valid.

- **BUSINESS PROCESS KNOWLEDGE** – Defines routine, integrated processes. Documents processes using basic formal process charting techniques. Applies process definitions and flows to work performed. Identifies process bottleneck and contributes suggestions for process improvement.
- **DESIGN THINKING** – Is aware of the components to perform solution design. Seeks to identify the relationships between key variables in a bounded context and solicits assistance when needed.
- **KNOWLEDGE OF EMERGING TECHNOLOGY** – Tests new technology to evaluate capability compared to specifications. Documents findings for others to use as reference in decision making.
- **OUTCOME DRIVEN** – Responds quickly and effectively to instructions and requests. Seeks guidance on priorities and goals. Applies effort that is commensurate with the outcome.
- **PRODUCT/SERVICE PERFORMANCE ANALYSIS** – Understands the fundamentals of system performance administration. Learns the basic commands and skills for administering at least one operating system and develops a familiarity with monitoring and tuning.

Other competencies as required for successful performance in the lower-level series.

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.

City of Chicago
Department of Human Resources
March 2023