

**CITY OF MOUNTAIN VIEW  
CLASS SPECIFICATION**

<b>Position Title:</b> Website Coordinator	<b>Job Family:</b> II
<b>General Classification:</b> Professional	<b>Job Grade:</b> 31

**Definition:** To support Citywide communication goals and objectives and to manage and coordinate the development, maintenance, and support of web-based applications for the City of Mountain View's internet and intranet websites.

**Distinguishing Characteristics:** This position is a single-position classification, which performs professional and technical duties related to the City's website. This position receives direct supervision from the Chief Communications Officer in the City Manager's Office.

**Examples of Duties:** Duties may include, but are not limited to, the following:

1. Manages, designs, develops, and maintains content support for the City's websites, including composing and writing web content, creating and maintaining links, and other web-related duties.
2. Works closely with staff from all City departments to develop, implement, and maintain the City's web content strategies and services through the website (internet and intranet).
3. Promotes uniformity of City web content in formatting and creates templates for content authors.
4. Consults with other departments to regularly design, develop, and implement new website content in support of existing and future projects for internal and external development.
5. Provides technical guidance, consultation, development, and troubleshooting services to the City's departments; exercises analytical abilities in suggesting improvements to existing systems.
6. Coordinates with the IT Department to maintain a successful infrastructure support for web applications.
7. Coordinates and supervises work performed by outside consultants and vendors.
8. Evaluates, tracks, and reports usage of the City's website.

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9. Evaluates and recommends improvements to existing internet site for increased efficiency and user-friendliness; responds to community questions and concerns, and suggests and implements improvements.
10. Monitors and reports on key analytics and recommends changes related to websites for enhanced quality, accessibility, and effectiveness.
11. Locates, diagnoses, and investigates content problems, including, but not limited to, style inconsistencies, misspellings, broken links, and Americans with Disabilities Act (ADA) compliance.
12. Administers training and support for City web editors on web publishing processes and best practices.
13. Collects and maintains City web content metadata; facilitates improvement of search engine functionality.
14. Uses principles of website analytics to make recommendations regarding the website's navigation and information architecture.
15. Coordinates with IT staff to support the internal website and third-party e-commerce applications.
16. Maintains a knowledge base of best web-based practices; researches, tests, evaluates, and recommends web-based products or technologies.
17. Performs other related duties as required.

**Minimum Qualifications:**

Knowledge of: Internet and intranet website management, development, design and programming; techniques used to create and edit HTML, DHTML, JavaScript, and computer-generated graphics; web management tools; web server, and browser technologies; functions and operations of web systems and security; firewall configuration; principles of web analytics; principles of problem-solving and project management; principles of supervision, training, and providing feedback over work performed by vendors; ADA accessibility as it relates to web design and administration; consistent web formatting and template creation; techniques used in website architecture and design; methods of research and analysis; the structure

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and content of the English language, including proper grammar and proofreading; search engine optimization; and latest web-based products and technologies.

Ability to: Develop, design, maintain, and support internet/intranet websites; develop and install web-based technical solutions for database applications; implement tools, technologies, and processes to support the web applications; research, test, and evaluate web-based technologies; direct, coordinate, and manage large-scale website design projects; work well under tight deadlines; investigate and diagnose content issues; make recommendations for enhanced effectiveness of web pages and applications; implement and oversee implementation of web-based improvements; analyze data; monitor and create reports on key analytics; optimize and ensure functionality of search engines; supervise and communicate with vendors; manage and prioritize multiple projects and tasks concurrently; foster an environment that embraces diversity, integrity, trust, and respect amongst coworkers; communicate clearly and concisely, both orally and in writing; and establish and maintain effective working relationships with those contacted in the course of work.

**Experience and Training Guidelines:** A combination of relevant experience, education, and training that will satisfy the required minimum qualifications, knowledge, and abilities.

A bachelor's degree from an accredited college or university with major course work in information systems, computer science, digital communications, business administration, or a closely related field. Two years of experience in information systems, including website management, such as website development, design, and programming (JavaScript, HTML, CGI, Perl); and experience working with NT operating systems. Previous experience leading web redesign projects is highly desirable.

Established: January 2000

Revised: August 2021

HRD/CLASS SPECS  
Website Coordinator