



# City of Tempe

## WEB & DESIGN COORDINATOR

### JOB CLASSIFICATION INFORMATION

<i>Job Code:</i>	296	<i>FLSA Status:</i>	Exempt
<i>Department:</i>	Communications & Media Relations	<i>Salary / Hourly Minimum:</i>	\$60,348
<i>Supervision Level:</i>	Non-Supervisor	<i>Salary / Hourly Maximum:</i>	\$81,470
<i>Employee Group:</i>	NSU	<i>State Retirement Group:</i>	ASRS
<i>Status:</i>	Classified	<i>Market Group:</i>	Public Information Officer
<i>Drug Screen / Physical:</i>	N	<i>EEO4 Group:</i>	Professionals

### DISTINGUISHING CHARACTERISTICS

### REPORTING RELATIONSHIPS

Receives general supervision from the Communications and Media Relations Manager or from other management staff.

### MINIMUM QUALIFICATIONS

<i>Experience:</i>	Three years of graphic design and website creation/management including three years of experience with graphic design, illustration and website design/content management applications. Some knowledge of public relations or journalism preferred.
<i>Education:</i>	Bachelor's degree from an accredited college or university with major course work in graphic design or a degree related to the core functions of this position.
<i>License / Certification:</i>	None

### ESSENTIAL JOB FUNCTIONS

Essential job functions are the fundamental duties of a position: the things a person holding the job absolutely must be able to do.

To actively support and uphold the City's stated mission and values. To contribute to the fulfillment of the city's communication goals and objectives, to collaborate with the city's Communication & Media Relations team through the production of creative, accurate and visual tools, and to create, develop and manage the city website.

## OTHER DUTIES AS ASSIGNED

Please note this job description is not designed to cover or contain a comprehensive listing of all activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

- Perform job duties adequately and properly; follow personnel and department policies and operating procedures; show respect, tact, and courtesy in dealings with coworkers and the general public; behave in a manner that does not obstruct or hinder other employees from completing their duties; act in a manner that is safe and follow the City's safety procedures at all times.
- Executes the fulfillment of annual website-related goals and objectives developed by the Communication and Media Relations Division, such as goals related to promotion of the city's website.
- Coordinate and facilitate website training and collateral materials for employees and assist staff in updating the website.
- Educate PIOs and other city employees in using the website content management system to design and post relevant information to the city website.
- Ensure that website postings are accurate, interactive, easily navigable and visually appealing content.
- Develop and execute the website's interactivity through the use of discussion forums, polls, Tempe 11 video, web cams, maps, photo slideshows, animation, audio clips and other tools.
- Coordinate the regular review of all pages, designs and features of the website to ensure they are accurate, consistent, interactive, easily navigable, visually appealing, and that they reflect a positive image of Tempe.
- Work with software vendor(s) and the Information and Technology Division to troubleshoot the city website.
- Maintain statistics about visitation on city websites and report out/advise as needed to departments, city PIOs and external audiences.
- Oversee the city "websters" to ensure design and content on the website is accurate, appropriate, follows city guidelines and contributes to the city's communication goals.
- Manage and maintain all content on non-department specific web pages.
- In conjunction with the Communication & Media Relations Manager and PIOs, research, review and recommend new website features and major design modifications to the website over time.
- Receive, respond to and evaluate feasibility of implementing public and employee feedback regarding the city website that may improve its utility or appearance.
- Solicit feedback on website utility, appearance and content through the use of polls, surveys and/or focus groups as needed.
- During emergencies, in conjunction with the Communication and Media Relations Manager and city PIOs, manage the city's external website and (in the event of a website outage) the city's "ghost" emergency websites, to ensure the dissemination of accurate and timely information.
- Collaborate with city Public Information Officers (PIOs), internal city employees and external communication partners to plan and execute creative approaches to communication needs through the production of ads, themes, collateral, promotional items, social media and website content.

- Coordinate the city’s graphic design needs; produce high-end graphic design pieces such as full-color annual reports, brochures, maps, online and print ads, flyers, posters, greeting cards and banners, among other design projects as needed. Design graphics for the Tempe 11 bulletin board and video packages.
- Assist with the graphic design and web needs of an assigned assortment of departments, in conjunction with city PIOs. Graphic design and web needs that are non-departmental may be handled by any employee in the classification.
- Work collaboratively among all members of the Communication & Media Relations Division to support the division and market the city as a whole. This includes, but is not limited to, serving a shared role in promoting the city of Tempe at community events or activities that may occur outside of typical operating hours.
- Select, design and order promotional items as needed to promote the city, its programs and special events.
- Manage the city’s promotional store.
- Responsible for bid specifications and make recommendations for bid awards based on the procurement guidelines.
- Perform other duties as assigned
- Physically present to perform the duties of the position.

#### PHYSICAL DEMANDS AND WORK ENVIRONMENT

- Lift heavy objects;
- Work in stationary positions for long periods of time;
- Operates computers, calculators and other office machines;
- Extensive reading and close vision work;
- May require extended hours.

#### COMPETENCIES

CLASSIFICATION LEVEL	INCLUDES	COMPETENCIES
Foundational	All Employees	Inclusion, Communication, Interpersonal Skills, Integrity, Professionalism, and Willingness to Learn
Non-Supervisory	In Addition >	Teamwork, Customer Service, Initiative, and Dependability / Reliability
Supervisory	In Addition >	Staffing, Monitoring Work, Delegating, Development / Mentoring, and Support Others
Manager	In Addition >	Preparing / Evaluating Budgets, Monitoring / Controlling Resources, and Motivating / Inspiring
Deputy Director	In Addition >	Entrepreneurship and Networking
Director	In Addition >	Organizational Vision

*For more information about the City of Tempe’s competencies for all classifications:*

[City of Tempe, AZ : Competencies](#)

## JOB DESCRIPTION HISTORY

*Effective November 15, 1988*

*Revised March 1998*

*Revised March 2001*

*Revised January 2002*

*Revised September 2004 (experience and training section based on assignments)*

*Revised September 2011 (reclassified from Comm. Relations Coord to Web and Design Coord)*