



Office of Human Resources  
IT Web Administrator Senior - CI0349

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### General Statement of Duties

Performs full performance professional information technology work ensuring the consistency and accessibility of the city's internet and intranet; developing technical solutions and web tools to enhance web usability, website architecture, and search engine optimization; tracking and monitoring system activities; and developing and maintaining standards and guidelines for website style and content.

### Distinguishing Characteristics

The IT Web Administrator Senior sets the standard for information architecture and user experience for Denvergov.org, has oversight of the web content management system, and ensures consistent online branding and technical standards citywide.

The IT Web Administrator Senior is distinguished from the IT Web Administrator Associate, which performs standard level information technology work ensuring the consistency and accessibility of the city's internet and intranet; developing technical solutions and web tools to enhance web usability, website architecture, and search engine optimization; tracking and monitoring system activities; and developing and maintaining standards and guidelines for website style and content.

### Essential Duties

Coordinates and manages the city's internet and intranet to ensure consistency and accessibility characterized by interactive services, editorial integrity and technical training for users in technology, current business models and marketing strategies.

Works with developers and system administrators to ensure effective interaction design and interface design with web applications.

Researches industry best practices on information delivery (to the end user) and develops technical solutions and web tools to enhance web usability, website architecture, user experience, and search engine optimization.

Identifies and tracks system activity, including search mechanisms, content errors, and referring sites, then monitors and reports trends such as access frequency and volume of information published.

Develops and maintains standards and guidelines for website style and content, based on industry best standards, to meet the needs of users, designers, and technical staff; creates and maintains web based training on style and content standards.

Coordinates the writing and editing of online content with Web Administrator Associate and city agency content owners to ensure presentation and content standards are in compliance with web usability, user experience, accessibility, and industry best practices.

Develops recommendations for improvement to the website to enhance the city's marketing and communication goals; develops technical processes needed to implement website improvements.

Participates in special marketing and communication campaigns for the city by developing strategies to effectively deliver information to the end user through the city's website.

Provides direction and guidance to other technical, developer, and user interface staff, especially with system updates or rewrites.

By position, serves as the City and County of Denver's Web Accessibility Coordinator responsible for ensuring Denver's website compliance with ADA requirements. The Web Accessibility Coordinator will have experience in WCAG, ADA and general accessibility standards. The Web Accessibility Coordinator will be responsible for coordinating with the City's ADA Coordinator to retain an independent consultant, with the required qualifications, to complete an annual accessibility evaluation and also be knowledgeable about the terms pertaining to website accessibility as agreed upon in the Settlement Agreement between the United States of America and the City and County of Denver under the Americans with Disabilities Act.

Performs other related duties as assigned or requested.

Any one position may not include all of the duties listed. However, the allocation of positions will be determined by the amount of time spent in performing the essential duties listed above.

### Competencies

Attention to Detail – Is thorough when performing work and conscientious about attending to detail.

Creative Thinking – Uses imagination to develop new insights into situations and applies innovative solutions to problems; designs new methods where established methods and procedures are inapplicable or are unavailable.

Decision Making – Specifies goals and obstacles to achieving those goals, generates alternatives, considers risks, and evaluates and chooses the best alternative in order to make a determination, draw conclusions, or solve a problem.

Oral Communication - Expresses information to individuals or groups effectively; taking into account the audience and nature of the information; makes clear and convincing oral presentations; listens to others, attends to nonverbal cues and responds appropriately.

Reading – Understands and interprets written material, including technical material, rules, regulations, instructions, reports, charts, graphs, or tables; applies what is learned from written material to specific situations.

Technical Competence – Uses knowledge that is acquired through formal training or extensive on-the-job experience to perform one's job; works with, understands, and evaluates technical information related to the job; advises others on technical issues.

Written Communication - Composes, reviews, edits, and issues written materials for diverse audiences and communicates purpose in a succinct and organized manner that is appropriate for context, time, and place.

### Knowledge & Skills

Knowledge of the principles and methods of web technologies, tools, and delivery systems, including web security, privacy policy practices, and user interface issues.

Knowledge of computer languages and their applications to enable a system to perform specific functions.

Knowledge of developments and new applications of information technology (hardware, software, telecommunications), emerging technologies and their applications to business processes, and applications and implementation of information systems to meet organizational requirements.

Knowledge of data processing sufficient to be able to review program specifications, design programs, and write or modify code.

**Level of Supervision Exercised**

By position, may perform lead work.

**Education Requirement**

Bachelor's Degree in Computer Science, Marketing, Communications or a related field.

**Experience Requirement**

Three (3) years of professional information technology experience designing and developing internal and external websites, including experience with user interaction and interface design.

**Education & Experience Equivalency**

One (1) year of the appropriate type and level of experience may be substituted for each required year of post-high school education.

Additional appropriate education may be substituted for the minimum experience requirements.

**Licensure & Certification**

None

**Working Environment**

May be subject to frequent interruptions.  
Pressure due to multiple calls or inquiries.

**Level of Physical Demand**

1-Sedentary (0-10 lbs.)

**Physical Demands**

(Physical Demands are a general guide and specific positions will vary based on working conditions, locations, and agency/department needs.):

Agility: Ability to move quickly and easily.

Balancing: Maintaining equilibrium.

Carrying: Transporting or moving an object.

Color vision: Ability to distinguish and identify different colors.

Crawling: Moving about in a low or crouched position.

Crouching: Positioning body downward and forward.

Depth Perception: Ability to judge distances and space relationships.

Eye/Hand/Foot Coordination: Performing work through using two or more body parts or other devices.

Feeling: Perceiving attributes of objects by means of skin receptors, communication, or otherwise.

Field of Vision: Ability to sharply detect or perceive objects peripherally.

Fine Dexterity: Sufficient coordination to operate a vehicle and manipulate objects.

Fingering: Picking and pinching, through use of fingers or otherwise.

Handling: Seizing, holding, grasping, through use of hands, fingers, or other means.

Hearing/Talking: Perceiving and comprehending the nature and direction of sounds/ability to communicate ideas.

Hearing: Perceiving and comprehending the nature and direction of sounds.

Kneeling: Assuming a lowered position.

Lifting: Moving objects weighing no more than 10 pounds from one level to another.

Neck Flexion: Perceiving objects located above or below.

Oral Comprehension: Ability to discern the meaning of oral speech.

Pulling: Exerting force upon an object so that it is moving to the person.  
Pushing: Exerting force upon an object so that it moves away from the person.  
Reaching: Extending the hands and arms or other device in any direction.  
Repetitive motions: Making frequent or continuous movements.  
Sitting: Remaining in a stationary position.  
Standing: Remaining in a stationary position.  
Stooping: Positioning oneself low to the ground.  
Talking: Communicating ideas or exchanging information.  
Vision Far Acuity: Ability to perceive or detect objects clearly at 20 feet or more.  
Vision Near Acuity: Ability to perceive or detect objects at 20 inches or less.  
Vision: Ability to perceive animal behavior, comprehend signs, and detect color.  
Walking: Ability to move or traverse from one location to another.  
Written Comprehension: Ability to discern the meaning of written words.

### Background Check Requirement

Criminal Check  
Employment Verification

### Assessment Requirement

None

### Probation Period

Six (6) months.

### Class Detail

**Pay Grade:** I-813  
**FLSA Code:** Y  
**Established Date:** 9/21/2018  
**Established By:** GT  
**Revised Date:**  
**Revised By:**  
**Class History:**