

**City of Dunedin, Florida**  
Class Description

**JOB TITLE: Website/Digital Coordinator**  
Communications Department

**GENERAL STATEMENT OF JOB**

Under general supervision and working closely with the Communications team and cross-departmental subject matter experts, manages the City's main website, the employee intranet (The DEN), website redesigns, compliance management, content updates, training, website applications and software. The Website/Digital Coordinator works with the web hosting vendor and IT for seamless integration, produces, tracks and analyzes metrics and works in conjunction with the Communications team on integration of the website to fit within strategic communications plans and strategies. Reports to the Director of Communications.

**SPECIFIC DUTIES AND RESPONSIBILITIES**

**ESSENTIAL JOB FUNCTIONS**

***The duties recorded below are representative of the duties of the class and are not intended to cover all the duties performed by incumbents(s) of any particular position.***

Oversees all aspects, functions and processes of the City website and Content Management System (CMS) to ensure the websites are designed and updated to achieve strategic City communications/public information objectives.

Develops and maintains the city web/digital technology platforms with third party web host vendor for positive engagement between government and the publics it serves.

Works with 3rd party website service providers to seamlessly integrate additional website/digital services, platforms, and new communications technologies.

Monitors industry trends, technologies, and standards and researches, recommends, and applies new content features, and service ideas as they

emerge.

Works with Communications staff and department content managers on website content/graphic updates, site improvements, design standards.

Lead, train and proactively communicate with interdepartmental web content team.

Tracks website performance through variety of analytic measurement tools and feedback from departments to guide website strategy.

Coordinates with graphic designers to develop graphic content, charts, and graphs. Uses computer graphics programs. Ensures graphic consistency.

Work with website CMS vendor to resolve technical or other website issues

### **ADDITIONAL JOB FUNCTIONS**

Performs other related duties as required.

### **MINIMUM TRAINING AND EXPERIENCE**

Bachelor's degree in Web Design, Visual Communication Design, or a related field, with at least three (3) years of verifiable work experience in web development, web-based social marketing, creating and delivery multimedia content, or a related field.

Similar work experience in a municipal government setting with a general knowledge of the Sunshine Law and Public Records in Florida is preferred.

An equivalent combination of education, training, and experience will be considered.

### **SPECIAL REQUIREMENTS**

Experience in Granicus CMS, Microsoft Office Products, Adobe products, HTML Editors, and ADA compliance is preferred.

Requires experience with basic graphic design principles.

Requires a valid Florida driver's license.

This position is Category B for the purposes of Dunedin Emergency Management. The incumbent may be required to remain onsite/ available as scheduled during times of emergency as declared by the City/County Commission or City Manager, or report for duty immediately following an emergency event.

### **PERFORMANCE INDICATORS**

**Knowledge of Job:** Has thorough knowledge of the methods, procedures and policies as they pertain to the performance of the essential duties of the Website/Digital Coordinator. Demonstrated proficiency with Adobe Creative Suite software including Photoshop; considerable experience with graphic design and web page layout & best practices; considerable knowledge of website analytic tools; basic knowledge of CSS/HTML.

Team leadership and organizational skills; ability to communicate clearly and concisely. Ability to follow written and verbal direction, and demonstrate excellent customer service skills. Is able to maintain confidentiality as required. Has the ability to plan, organize and prioritize daily assignments and work activities. Has the ability to learn and utilize new skills and information to improve job performance and efficiency. Clearly understands any occupational hazards and adheres to all safety precautions inherent in performing the essential functions of the work.

### **PERFORMANCE APTITUDES**

**Data Utilization:** Requires the ability to compile, assemble, copy, record and/or transcribe data and/or information according to a prescribed schema or plan. Includes judging whether readily observable functional, structural or compositional characteristics are similar to or divergent from prescribed standards, procedures or routines.

**Human Interaction:** Requires the ability to exchange information for the purpose of obtaining information or clarifying details. Performs such within well- established policies, procedures and standards. Knows how to perform duties in a courteous manner and with the utmost integrity in the best interest of the public. Is able to offer assistance to fellow employees as necessary.

**Equipment, Machinery, Tools and Materials Utilization:** Requires the ability to use, operate and/or handle equipment such as a computer, copier, fax machine, recording equipment, calculator, telephone. Has knowledge of and skill in the use of modern office practices and equipment. Is able to type accurately at a rate sufficient for the successful performance of assigned

duties.

**Mathematical Aptitude:** Requires the ability to perform addition, subtraction, multiplication and division; calculate decimals and percentages; may require ability to utilize principles of fractions and/or to interpret graphs.

**Verbal Aptitude:** Requires the ability to use a variety of reference and descriptive data and information. Has considerable knowledge of proper English usage, vocabulary, punctuation and spelling, English grammar and composition. Must be able to speak, write and understand English.

**Functional Reasoning:** Requires the ability to apply principles of rational systems. Ability to interpret instructions furnished in written, oral, diagrammatic or schedule form. Ability to exercise independent judgment to adopt or modify methods and standards to meet variations in assigned objectives. Is able to take the initiative to complete the duties of the position without the need of direct supervision. Is able to read and interpret various materials pertaining to the responsibilities of the job.

**Situational Reasoning:** Requires the ability to exercise the judgment required in situations characterized by repetitive or short-cycle operations covered by set procedures or sequences. Is able to use independent judgment in performing routine and non-routine tasks.

### **ADA COMPLIANCE**

**Physical Ability:** Tasks involve the ability to exert a small amount of physical effort in sedentary to light work involving moving from one area of the office to another; some positions require sufficient hand/eye coordination to perform semi-skilled repetitive movements, such as data entry, filing and/or the use of office equipment or supplies.

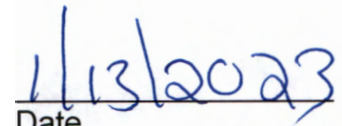
**Sensory Requirements:** Tasks require visual and auditory perception and discrimination as well as oral communications ability.

**Environmental Factors:** Tasks are regularly performed without exposure to adverse environmental conditions. Tasks may require extensive computer screen exposure.

*The City of Dunedin is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the employer will provide reasonable*

*accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.*

  
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Director of Communications

  
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Date