

WEB ANALYST

DISTINGUISHING FEATURES OF THE CLASS: This is technical work involving a responsibility for analyzing, developing, maintaining and providing support for the County's internet and intranet websites and web applications. The work involves the development of web site content to ensure accuracy and performance of websites. The work is performed under the general supervision of a higher-level administrator and supervision may be provided to others. Does related work as required.

TYPICAL WORK ACTIVITIES:

Participates in the analysis, development, maintenance and support for the County's internet and intranet websites and departmental pages;
Consults directly with county departments to gather content and related requirements to assemble and organize for webpages and/or web applications;
Consults with vendors and consultants on web material and applications;
Utilizes web analytics to collect and analyze data on website traffic, user interactions and conversion rates;
Reviews information from departments to determine if current operational requirements are met;
Develops, installs, tests and debugs websites and web applications while ensuring accuracy and performance;
Configures and monitors websites and web applications to ensure that they are accessible to all users and the content is secure;
Maintains, edits and updates original website content;
Provides training on website and web applications to departmental staff;
Creates graphic design elements and digital media for website and/or web applications;
Stays current on new web industry trends, tools and technologies;
May supervise technical staff involved in website or web applications;
May research, evaluate and recommend website products, features, functions and troubleshooting.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of website and web application, design, development and implementation; thorough knowledge of the principles, methods and techniques of website and web application programming and analysis; thorough knowledge of systems analysis as it relates to web programming, web servers and security; thorough knowledge of website tools, technologies and applications; good knowledge of content management systems; ability to analyze and evaluate new software and technologies for current and future websites; ability to train computer users; ability to stay updated on web industry trends, tools and technologies; ability to supervise the work of others; ability to communicate effectively, both orally and in writing.

MINIMUM QUALIFICATIONS: A Bachelor's degree or higher in Computer Science, Information Technology, Web Development, Graphic Technology, Graphic Design, Computer Graphics or comparable curriculum and three (3) years of work experience in web design, web development, web analysis and/or web-based computer applications, one (1) year of which included directing the work of others and/or providing work guidance to staff.

NOTE: Graduation from high school or possession of an equivalency diploma plus additional years of the required work experience may be substituted for the college degree on a year-for-year basis.