

JOB DESCRIPTION



JOB IDENTIFICATION

<i>Job Title:</i>	Web and Digital Media Specialist	<i>Pay Grade:</i>	EAP-8
<i>Department:</i>	Information Technology	<i>FLSA Status:</i>	Non-Exempt
<i>Location:</i>	Engineering/IT Building	<i>Reports to Position:</i>	IT Director
<i>Effective Date:</i>	May 20, 2026		

JOB SUMMARY

Under the supervision of the IT Director, this position is responsible for the design, development, and maintenance of the City's websites, digital content, and online presence. This includes website design, content management, graphic design, and administration of the City's social media and video platforms. The position plays a key role in public communication by creating engaging, accessible, and visually consistent digital content. Responsibilities also include recording and publishing City Council meetings and ensuring all City digital services, including websites and mobile applications, comply with WCAG 2.1 Level AA accessibility standards in accordance with the U.S. Department of Justice (DOJ) compliance deadline of April 26, 2028 for small local governments.

ESSENTIAL JOB DUTIES/RESPONSIBILITIES

The following duties are normal for this position. The omission of specific statement of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this position. Other duties may be required, assigned and expected aside from those set forth below to address operational needs and changing operational practices.

Website Design & Content Management

- Design, develop, and maintain City websites using content management systems (e.g., WordPress/Avada).
- Create, edit, and publish web content that is clear, engaging, and accessible.
- Ensure all website content is accurate, up-to-date, and consistent with City branding.
- Collaborate with departments to gather, review, and publish information.
- Optimize websites for usability, mobile responsiveness, and performance.
- Implement SEO best practices to improve visibility and search rankings.

Digital Content & Graphic Design

- Design graphics, banners, infographics, and digital materials for web and social media.
- Maintain consistent visual branding across all digital platforms.
- Produce multimedia content including images, videos, and promotional materials.
- Capture and edit photographs and video for use on City websites, social media, and promotional materials.
- Assist departments with visual communication needs.

Social Media & Public Engagement

- Manage and post content to official City social media accounts (e.g., Facebook, X, Instagram).
- Develop and maintain a content calendar for consistent communication.
- Monitor engagement, respond appropriately, and track analytics.
- Ensure messaging aligns with City policies and public communication standards.

Video Production & City Council Meetings

- Attend, record, and publish City Council meetings and other official events.
- Edit and upload video content to the City's YouTube channel.
- Maintain an organized archive of recorded meetings and videos.
- Maintain digital records in accordance with applicable public records retention requirements and City policies.
- Ensure timely posting of public meeting content.

Accessibility & Compliance

- Lead efforts to ensure all City websites and mobile applications meet **WCAG 2.1 Level AA standards**.
- Conduct accessibility audits and remediate issues.
- Work with departments to ensure digital content is accessible (documents, forms, media).
- Monitor regulatory updates and maintain compliance with DOJ requirements.
- Provide guidance and training to staff on accessibility best practices.

Analytics & Reporting

- Monitor website traffic, user behavior, and social media performance.
- Generate reports and recommend improvements based on data.
- Track progress toward accessibility compliance goals.

QUALIFICATIONS

Education and Experience Guidelines

Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities required for this position would be:

Education/Training

Associate's or Bachelor's degree in Web Design, Graphic Design, Communications, Information Technology, or related field preferred; or

Experience

- Equivalent combination of education, training, and relevant experience.
- Experience in website design, content management, and digital media required.
- Experience managing social media for an organization preferred.

Licenses or Certifications Required

Possession of a valid driver's license from state of residence as some intra city travel or out of town training may be required

The following generally describes the knowledge and abilities required in order to successfully perform the assigned duties of the position:

Knowledge of:

- Website design principles and user experience (UX/UI)
- Content management systems (e.g., WordPress, Avada)
- HTML, CSS, and basic web technologies
- Graphic design tools (e.g., Adobe Creative Suite or equivalent)
- Social media platforms and analytics tools
- Video recording and editing tools
- Search Engine Optimization (SEO) best practices
- Web accessibility standards (WCAG 2.1 Level AA)

Ability to:

- Create visually appealing and user-friendly digital content
- Communicate effectively with both technical and non-technical staff
- Manage multiple projects and deadlines
- Interpret and implement accessibility standards
- Work independently and proactively
- Maintain strong attention to detail and organization
- Represent the City professionally in public-facing communications
- Work in a constant state of alertness and in a safe manner

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. In compliance with the Americans with Disabilities Act, the City encourages both prospective and current employees to discuss potential accommodations needed to perform the essential duties of this position.

Environment: Work location will primarily be in a standard office setting; however, special events requiring work may be held outdoors out of town travel for training events, conferences and meetings may also be required

Physical Demands: See accompanying page for details

Key Working Relationship: IT Director, Department Heads, Assistant Department Heads, Office Managers, City Manager, City Clerk

APPROVAL/ACKNOWLEDGEMENT

Department Head	IT Director Title	Date
Human Resources Director	HR Director Title	Date
City Manager	City Manager Title	Date
Incumbent Employee Printed Name and Signature		Date

PHYSICAL REQUIREMENTS – WEB AND DIGITAL MEDIA SPECIALIST

Rare
0%-10%
of the time

Occasional
11%-33%
of the time

Frequent
34%-66%
of the time

Continuous
67%-100%
of the time

LIFT/CARRY				
1-10 lbs			X	
11-20 lbs			X	
21-50 lbs	X			
51-75 lbs	X			
76-100 lbs	X			

PUSH/PULL				
1-10 lbs				X
11-20 lbs				X
21-50 lbs		X		
51-75 lbs	X			
76-100 lbs	X			

MOVEMENT				
Bend/Stoop/ Twist			X	
Crouch/ Squat			X	
Kneel/Crawl			X	
Reach Above Shoulders			X	
Reach Below Shoulders			X	
Repetitive Arm Use			X	
Repetitive Wrist Use			X	
Repetitive Hand Use				
a) grasping		X		
b) squeezing		X		
Climb Stairs/Ladder	X			
Uneven Walking Surface	X			
Even Walking Surface		X		

HEARING/VISION/DEXTERITY			
	N/A	AVERAGE	LOW
Hearing Acuity		X	
Visual Acuity		X	
Manual dexterity		X	

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of the time

Occasional
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of the time

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of the time

Continuous
67%-100%
of the time

EQUIPMENT USE & OPERATION				
Motor Vehicle		X		
Heavy Equipment (Backhoe, dump truck)	X			
Large Apparatus (Fire Truck, Street Sweeper)	X			
Small Equipment (Mower)	X			
Handheld tool/equipment (tamps, weed eaters, shovel)	X			

WORK WITH/NEAR				
Machinery	X			
Electricity			X	
Power Tools	X			
Impact Tools	X			
Chemicals	X			
Fumes	X			
Heights	X			

ENVIRONMENT				
Indoors				X
Outdoors		X		
Extreme Heat	X			
Extreme Cold	X			
Dusty	X			
Excessive Noise	X			
Other (explain)	X			

ENDURANCE		
Task	Hours at One Time	Total Hours in an 8 Hour Day
Sit	4	4
Stand	3	3
Walk	1	1

Additional Considerations (including clarification of any of the above)