

RUTHERFORD COUNTY, TENNESSEE

CLASSIFICATION SPECIFICATION

CLASSIFICATION TITLE: WEB/MEDIA DESIGN SPECIALIST

PURPOSE OF CLASSIFICATION

The purpose of this classification is to maintain the appearance and organizational structure of the County website for maximum convenience and usability by the public and by Rutherford County employees. Duties and responsibilities include identifying strengths and weaknesses of current web content, finding and creating solutions to improve the overall performance of the site, and serving as the graphic designs specialist for the entire County. Duties and responsibilities also include designing and executing new web design projects, beginning the process of extending government services to the County website, and actively maintaining dynamic content on the site so that it is never out-dated. Reports to Chief Information Officer.

ESSENTIAL FUNCTIONS

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification. Other duties may be required and assigned.

Beginning the process of extending government services to the website so that citizens do not have to come on-site to accomplish conducting business with the County

Immediate changes to the organizational structure and appearance of the site to include a new color scheme with design elements to include pictorial depictions of our County and community, with integration of the County seal, Courthouse cupola, and other recognizable community icons

Public information (KIOSK) design and maintenance for placement in all County buildings (the hardware is already available)

To design graphic elements for RCTV, creating a consistent look and feel that applies to both web and television programming for ease of public use

To serve as the graphics design specialist for the entire county, pulling together County seals, pictures of buildings, letterhead, and other items to create a consistent level of professionalism

Design and execute new web design projects

Design and execute effective ways to present content and services to citizens

Work closely with all County departments to cover FAQs (frequently asked questions) pages to reduce repetitive call volume that often addresses the same questions again and again

Develop and maintain a consistent web site style and appearance that crosses all departments for maximum convenience and usability by the public

Works closely with technology vendors and technical service providers; oversees communications with hardware/software service representatives and technical support representatives; provides information concerning operational and/or mechanical problems as appropriate.

Rutherford County, Tennessee • Web Media Design Specialist

To actively maintain dynamic content on the site so that it is never out-dated. This includes, but is not limited to: meeting dates and times for all committees and sub-committees; management and availability of all committee meeting agendas, minutes, digests, supporting documentation, and voting results; announcements of upcoming property sales with supporting details (Chancery); Election Commission data to include all election information and postings, as well as results of elections

Trains department liaisons on using content management.

Possesses the ability to prioritize and work independently.

Maintains logs/documentation of work activities, computer operations, system modifications, maintenance activities, installations, and other activities; documents status of repairs.

Uses basic photography skills with digital Single Lens Reflex camera equipment.

Must have creativity and artistic abilities.

Prepares or completes various forms, reports, correspondence, presentations, charts, graphs, spreadsheets, performance evaluations, budget documents, or other documents.

Receives various forms, reports, correspondence, budget reports, time sheets, leave requests, network system reports, diagnostic reports of system devices, schematics, layouts/drawings, technical support documentation, specifications, manuals, reference materials, product guides, directories, or other documentation; reviews, completes, processes, forwards or retains as appropriate.

Works in conjunctions with Chief Information Officer to communicate with the County Mayor, employees, other departments, county officials, system users, vendors, service representatives, the public, the media, outside agencies, and other individuals as needed to coordinate work activities, forge partnerships, review status of work, exchange information, resolve problems, or give/receive advice/direction.

Attends meetings; serves on committees as needed; makes speeches or presentations.

Maintains a comprehensive, current knowledge of Federal Communications Commission regulations as well as other applicable laws/regulations; maintains an awareness of new technologies, programs, equipment, trends, and advances in the profession, and monitors their potential impact on the county; reads professional manuals and publications to increase knowledge of computer operations; reviews technical manuals, documentation, and publications; maintains professional affiliations; attends workshops, conferences, and training sessions as appropriate.

Performs other related duties as required.

MINIMUM QUALIFICATIONS

Vocational/Technical degree with training emphasis in Graphic Design, Computer Science, Management Information Systems, Mass Communication / Electronic Media Production, or closely related field; supplemented by two years previous experience in graphic design and production for web and new media; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job. Working knowledge of HTML, Photoshop, Adobe Dreamweaver, Acrobat, content management tools, Java Script, and Flash are preferred. Understanding of branding, graphic design, information design, and web site usability are also preferred. Public sector experience, with an understanding of local government is preferred. Must possess and maintain a valid Tennessee driver's license.

PERFORMANCE APTITUDES

Data Utilization: Requires the ability to evaluate, audit, deduce, and/or assess data using established criteria. Includes exercising discretion in determining actual or probable consequences and in referencing such evaluation to identify and select alternatives.

Human Interaction: Requires the ability to provide guidance, assistance, and/or interpretation to others regarding the application of procedures and standards to specific situations. Must be able to communicate effectively and efficiently in a variety of technical or professional languages, including terminology related to computer operations.

Equipment, Machinery, Tools, and Materials Utilization: Requires the ability to operate and control the actions of equipment, machinery, tools and/or materials requiring complex and rapid adjustments.

Verbal Aptitude: Requires the ability to utilize a wide variety of reference, descriptive, advisory and/or design data and information.

Mathematical Aptitude: Requires the ability to perform addition, subtraction, multiplication and division; ability to calculate decimals and percentages; may include ability to perform mathematical operations involving basic algebraic principles and formulas, and basic geometric principles and calculations.

Functional Reasoning: Requires the ability to apply principles of influence systems, such as motivation, incentive, and leadership, and to exercise independent judgment to apply facts and principles for developing approaches and techniques to resolve problems.

Situational Reasoning: Requires the ability to exercise judgment, decisiveness and creativity in situations involving the evaluation of information against sensory, judgmental, or subjective criteria, as opposed to that which is clearly measurable or verifiable.

ADA COMPLIANCE/PHYSICAL DEMANDS ANALYSIS

Physical Ability: Tasks require the regular and sustained performance of moderately physically demanding work, typically involving some combination of climbing and balancing, stooping, kneeling, crouching, and crawling, and that generally involves lifting, carrying, pushing, and/or pulling of moderately heavy objects and materials (20-50 pounds).

Sensory Requirements: Some tasks require the ability to perceive and discriminate visual cues or signals. Must have the ability to distinguish between colors. Some tasks require the ability to communicate orally.

Environmental Factors: Performance of essential functions may require exposure to adverse environmental conditions, such as dust, machinery, bright/dim light, or electric currents.

PHYSICAL DEMANDS ANALYSIS

1. STANDING AND WALKING

Tasks: Attending off site meetings. Conducting training.

Surface: Varied

Estimated Total Hours: 1-2 **Maximum Continuous Time:** 1

2. SITTING

Tasks: Working at a computer.

Estimated Total Hours: 8 **Maximum Continuous Time:** 4

3. LIFTING/CARRYING

Objects: Books, Papers, Boxes, Photography gear

Weight	Hourly	Daily	Weekly	Monthly	Never
<10 lbs		X			
11-25 lbs			X		
26-50 lbs				X	
51-75 lbs					X
76-100 lbs					X
>100 lbs					X

4. CLIMBING

Tasks: Photography
Device: Ladder, chair
Height: Varied
Frequency: Weekly

5. BENDING/SQUATTING/KNEELING

Tasks: Photography
Frequency: Weekly

6. REACHING

Tasks: Varied
Hands Used: LEFT RIGHT BOTH X

Distance	Direction	Frequency	Duration	Avg. Weight
0-20"	Side	Often	Short	<10 lbs
21-36"				

7. WORK CONDITIONS

Exposure to	Yes	No
Hot Temperatures	X	
Cold Temperatures	X	
Sudden Changes in Temperature		X
Noise	X	
Fumes		X
Cramped Quarters		X
Cold Surfaces		X
Hot Surfaces		X
Sharp Edges		X
Vibration		X
Fluorescent Lighting	X	
Computer Monitor Screen Glare	X	

Inside Building	95% of time
Outside	5% of time

8. OTHER JOB DEMANDS

Does Job Require	Yes	No
Crawling		X
Jumping		X
Lying on Back		X
Lying on Stomach		X
Twisting		X
Sweeping/Mopping		X
General Cleaning		X
Handling Trash		X

9. LIST TOOLS, EQUIPMENT AND MATERIALS USED

Computers (Macintosh and PC), monitors, printers, digital cameras, phones

10. HAND USE

Type of Use	Yes	No	Frequency
Keystrokes	X		8+ hours
Grasp	X		8+ hours
Fine Motor i.e.: writing, twisting hands or wrist, etc	X		8+ hours



Rutherford County, Tennessee, is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the County will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer. Signatures below indicate the receipt and review of this classification description by the employee assigned to the position and the immediate supervisor.

Employee's Signature

Supervisor's Signature

Date

Date