



# EMPLOYMENT OPPORTUNITY

## Town of Lexington

We are currently accepting applications for the full-time position of:

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### Webmaster Information Services

Starting Salary Range: \$29.53-\$34.70 per hour  
*Excellent benefits package*

**The REQUIRED Town of Lexington application form and cover letter must be received in the Town's Human Resource Department by Friday, July 10, 2015**

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#### **GENERAL PURPOSE:**

Under the direction of the Chief Information Officer, and/or the Cary Memorial Library Director, provides oversight, monitoring, and development for websites, mobile applications and social media presence for the Town of Lexington. Primarily responsible for ensuring a positive online experience of everyone who interacts with the Town over the internet. The Webmaster may be assigned as primary overseer of Town or Cary Library website.

#### **SUPERVISION RECEIVED**

Works under the general direction of the Chief Information Officer and/or Library Director.

#### **SUPERVISION EXERCISED**

May facilitate teams of web and social media content contributors.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Provides customer service, support and assistance as needed to maintain and continuously improve all public and private facing (intranet) social, mobile and web services.

Maintains and supports development, operation and ongoing improvement of websites, digital signage, mobile applications and social media for the Cary Memorial Library and/or

Town of Lexington's Municipal website, including other Town-supported local and off-site websites. Works with the technical staff to identify, evaluate, and integrate various network and vendor applications and services within the context of web-based services. Works with staff to create, implement and maintain web sites, mobile sites and applications.

Maintains and improves web sites, digital signage, mobile applications and social media presence to meet performance standards for availability, usability, accessibility, functionality, compliance with public records and other applicable laws, and current technology.

Maintains domains and reliable hosts; troubleshoots and addresses technical performance issues, and manages interface with vendors; ensures security and backup for internet presence.

Ensures up-to-date, relevant, and functional content, links, and postings for websites and social media. Coordinates web content contribution and assists Web Editors and staff with website updating, including creating and editing pages, converting and compressing files, and preparing graphics for web use. Creates and updates content as needed.

Researches, recommends and develops web, mobile and social media strategies. Advocates for the use of emergent technologies to enhance the delivery of services to the public and to staff. Reviews procedures and recommends ways to streamline tasks and integrate operations of the website and various social media platforms.

Coordinates the design and implementation of sites and services provided by outside vendors.

Monitors performance, uses analytics tools, and compiles regular reports on websites and social media presence.

Conducts usability testing and consumer research and presents reports of results.

Stays current with new internet technologies; identifies options and helps prioritize website improvements; evaluates ways to integrate Library and Town websites, such as events calendar, mapping, and social media. Reviews and recommends online applications from vendors; integrates these into the website and social media.

Works with the linking of applications and sites to databases and performs application integration.

Ensures sites and services follow all state and federal recommendations, policies and regulations for section 508 compliance, usability and security.

Generates materials to notify and educate the public about the internet, websites and social media. Collaborates on community outreach to generate additional resources for websites and social media, including board and committee members and LHS students.

Maintains technical documentation. Researches, develops, and maintains procedures for website and social media operations. Maintains change control procedures. Develops and reviews overall site, page, graphics, and other standards as needed.

Trains and assists personnel as needed.

Collaborates with and supports fellow Town/Library Webmaster; works as an integral part of the Information Services and Cary Library departments and assists with day to day technology support and/or training for users, at multiple sites.

Performs or assists with special projects including web design, programming, and database and application development as required, assigned, or as the situation dictates.

Regular and timely attendance at the workplace is required.

## **QUALIFICATIONS**

### ***Experience and Training Guidelines:***

Equivalent to a Bachelor's Degree from an accredited college or university in computer science, information technology, or a related field (can be met by a 2-year degree supplemented with subsequent web certifications and training,) and three years of professional experience including web design; or any equivalent combination of education and experience. Preference will be given to experience in website management, web production, internet applications, social media, mobile technology, or related field.

### ***Knowledge of:***

- Website design, development, operations and management principles and practices.
- Social Media integration, marketing, design, development, maintenance and management.
- Current issues and future trends on the Internet, including search engines, databases, web servers, vendor applications, mobile technology and social media.
- Organizational practices related to the analysis and evaluation of programs, policies, and operational needs.
- Software development methodologies including requirements gathering, analysis and design, development tools, version tracking, testing and quality assurance and deployment.
- Windows Operating Systems, Microsoft Office, multimedia applications.
- Search engine optimization.
- Working knowledge of content management systems, including Drupal
- HTML5, CSS3, responsive/adaptive web design
- Adobe Creative Suite, such as web, graphics and multimedia applications

- Site building skills, site maintenance and support
- Monitoring for website and system performance
- Web and social media tools and analytics applications.
- PHP and relational databases.
- GIS technologies for application and site services.
- Project management methodologies.

***Ability to:***

- Understand end-user perspectives and problems and work effectively with website and social media users.
- Analyze problems, identify alternatives and solutions, and project consequences of proposed actions.
- Exercise independent judgment when appropriate to adopt or modify procedures and methods in varying situations.
- Research, analyze and evaluate new service delivery methods, procedures and techniques.
- Review, categorize, prioritize and analyze data; perform mathematical calculations, interpret graphs.
- Operate computer and various hardware/software necessary for performing assigned duties.
- Interpret and apply federal, state, and local policies, procedures and regulations.
- Communicate clearly, both orally and in writing, and maintain effective work relationships.
- Possess patience, tolerance, and ability to maintain composure.
- Effectively manage multiple priorities
- Maintain physical condition which permits:
  - standing or sitting for extending periods of time*
  - operating office equipment including computer, copier and telephone*
  - travelling to various work locations*
- Maintain effective audio-visual discrimination and perception needed for:
  - making observations*
  - communicating with others*
  - reading and writing*
  - answering questions*
  - speaking in a clear and audible voice.*
- Maintain mental capacity that permits:
  - *making sound decisions and using good judgment*
  - *demonstrating intellectual capabilities*
  - *estimating time and materials needed for projects*
  - *evaluating the effectiveness of programs and personnel*
  - *recommending effective policies and procedures*
  - *prioritizing and assigning work activities*
  - *analyzing and interpreting data and trends*
  - *performing mathematical and statistical computations*
  - *communicating clearly*

- *responding to questions*

- Effectively handle a work environment and conditions that involve:
  - *working closely with others*
  - *working with the public*
  - *working outside of normal office hours, as required*

## **TOOLS AND EQUIPMENT USED**

Office equipment (personal computer, computer peripherals, telephone, calculator, copier, facsimile, etc.) and passenger vehicle.

## **PHYSICAL DEMANDS**

*The physical demands listed are representative of those that must be met by the employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of the job.*

While performing the duties of this job, the employee is frequently required to sit, stand, talk, hear, walk, and use hands to finger, handle or feel. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus.

## **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those that the employee encounters while performing the essential duties of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of this job.

Work is performed in a normal office environment, not subject to extreme variations of temperature, noise, odors, etc.

Operates servers, computers, printers, testing equipment, small hand tools, and other office equipment. Must be sighted and able to perceive and discriminate colors and visual cues. Must be able to perceive and discriminate sounds and speak at a normal rate of conversation. Work requires extended periods of sitting, reaching, typing, and mousing, which requires eye-hand coordination and finger dexterity. Occasionally lifts and/or moves equipment weighing up to 20 pounds and may be required to crouch or crawl to connect or service equipment.

## **APPLICATION PROCESS**

All applicants are required to complete a Town application form, available from the Internet at [www.lexingtonma.gov](http://www.lexingtonma.gov), emailing [jobs@lexingtonma.gov](mailto:jobs@lexingtonma.gov), calling (781) 698-4593 or by visiting the Human Resources Department. Resumes may be attached to the application form as additional information, but cannot serve as a substitute for completing the required application form.

**CORI screening required.**

**Application and resumes must be received in the Town's Human Resource Department by Friday, July 10, 2015.**

The Town reserves the right to modify the application deadline, and/or accept applications after the deadline, to best serve the interest of the community.

After the deadline all applications will be reviewed and the most highly qualified candidates will be invited to one or more interviews. All applicants will be notified of their standing in the process as soon as a decision has been made regarding their individual application.

Individuals who need accommodations in order to participate in this process should contact the Human Resources Department.

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Questions regarding this hiring process should be addressed to the:  
Human Resources Department  
Town of Lexington  
1625 Massachusetts Avenue  
Lexington, MA 02420  
(781) 698-4593