



# OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION

## JOB DESCRIPTION

<b>Job Title:</b> WEBMASTER	<b>Grade:</b> 14a
<b>Division:</b> INFORMATION & EDUCATION	<b>Job Code:</b> 0388
<b>Reports To:</b> Information & Education Supervisor	<b>FLSA Status:</b> Exempt

### SUMMARY OF ESSENTIAL JOB DUTIES

Under the supervision of the Information & Education Supervisor, is responsible for utilizing state-approved computer software to publish content on the agency's website and maintain web pages for presentation, accuracy, timeliness, and usability. Engage in the agency's social media presence. Implement communication campaigns and education programs. Plan, design, and develop web pages for the agency. Design web-enabled forms for use on Department projects. Review web analytics and track page usage to propose improvements to navigability. Identify and recommend changes to the website to increase efficiency and usability.

### JOB DUTIES

Refresh website content to ensure accuracy and timeliness of information and images. Work with internal and external partners to create an effective user experience.

Consult with employees from various divisions in order to coordinate Internet activities, identify needs and explain internet opportunities and limitations.

Research and evaluate new technologies to enhance web-based outreach efforts (i.e. mobile applications, e-newsletters, podcasts, streaming video, virtual tours). Stay current with developments and changes in web publishing techniques and with emerging technologies. Review and test new software applications for potential use in web design.

Coordinate with other divisions and constituents to create departmental forms in multiple formats for customer and internal use.

Respond to public emails and phone calls concerning the agency's website.

Monitor website to ensure cross-platform functionality, navigability, usability and accessibility of agency website.

Develop procedures for web committee and general production procedures. Provide training to personnel in the maintenance of web pages.

Troubleshoot problems associated with web applications and/or web pages. Evaluate operations, and recommend improvements and modifications of web programs and procedures.

Serve on team managing agency's presence in social networking sites including Facebook, Twitter, and other similar community sites, posting on relevant blogs, and seeding content into social applications as directed.

Review website statistics and monitor analytics.

May be required to perform other duties as assigned.

### Must have the ability to:

- Lift and carry materials up to 40 pounds.
- Establish and maintain effective working relationships, work independently, and be professional and courteous with the public, employees, and other agencies.
- Communicate clearly and effectively in public speaking situations and be able to express oneself clearly and concisely in writing.

- Use personal computer and various office equipment.
- May be required to occasionally work extended hours and weekends.

**REQUIREMENTS:**

**Education and Experience:** Requires twenty-four hours of computer science from an accredited College, University or Technical School and three years of experience in building and maintaining websites;

Or, a Bachelor's Degree in Computer Science, Web Design and Development, or related field. Preference will be given for experience in Content Management Systems.

**Knowledge and Skills:** Two years of experience in the following, or related software:

Photoshop	Illustrator
Drupal	HTML5
JavaScript	Google Suite
PHP	CSS3
CMS	