



Class Code: 839  
FLSA: Exempt

## **IT Web Architect**

### **General Purpose**

The Web Architect constructs and implements the technical design for the City of Salem's presence on the Internet. Employees select Web applications' hardware and software platforms, develop site navigation, and design an application framework. The Web Architect also determines system volume, analyzes traffic patterns, and creates Web site content.

### **Distinguishing Features**

The Web Architect is a journey - level professional classification. The employee applies knowledge of a specialized subject matter, and exercises judgment as to when and how to apply existing guidelines. The employee develops procedures and standards within their area of specialty. The classification is distinguished from other professional level Information Technology classes by the emphasis on Web design and construction. It is distinguished from the Information Systems Technician by the exercise of professional judgment.

### **Supervision Received and Exercised**

The Web Architect works under the general direction of a manager. The employee receives general instructions regarding the scope of and approach to projects or assignments. Procedures and techniques are left to the employee's discretion. The Web Architect may provide direct supervision to technical staff. They will manage projects within their specialty and when acting, as project manager will functionally supervise other professional level staff.

### **Examples of Essential Duties and Responsibilities**

*The listed examples are illustrative of the classification level and not intended to list all duties typically assigned to this classification. Employees may do all or some of the listed duties, or other related duties.*

1. Develop web architecture by selecting and implementing hardware, software, platforms, and publishing tools. Make certain there is a consistent look and feel across City's Web sites, applications, intranets, and extranets by developing and promoting a uniform Web branding strategy. Identify, recommend and prioritize new Web features and applications. Incorporate technical considerations into web site design plans such as budgets, equipment, performance requirements,

- accessibility and privacy.
2. Research current and emerging Web technologies; document, rate or select alternatives for web architecture. Track and evaluate new standards, technologies and trends in Web architecture, development, design, and delivery. Monitor and report on Web site traffic and performance. Perform cost-benefit analyses of proposed Web implementations, enhancements, and modifications. Work with vendors and City procurement staff to plan and procure web enhancements.
  3. Analyze user needs to determine technical requirements. Create web models or prototypes that include physical, interface, logical or data models. Develop image or page templates. Write, design or edit web page content; or direct and plan the work of others producing content.
  4. Program in languages compatible for the web infrastructure; trouble shoot and test programs. Design, build or maintain web sites using authoring or scripting languages, content creation tools, management tools and digital media. Create and develop transaction based e-commerce solutions. Work with database administrators to design, develop, and update relational databases as they pertain to Web applications.
  5. In conjunction with content creators, establish policies and procedures for publishing Web pages and applications. Set compatibility and interoperability standards that ensures site accessibility for all users. Document web infrastructure. Write user guides and other technical documents.
  6. Manage multiple web projects concurrently. Plan projects and identify project scope and resources; recommend project budget and spending plan. Identify potential risks and design strategies to mitigate or avoid them. Monitor and track project progress. Recommend changes to project plan in response to unforeseen changes or unexpected results. Manage project resources and budget. Coordinate the testing, installation and implementation of system modifications. Provide technical direction and leadership to less experienced team members.

### **Minimum Qualifications Upon Entry**

#### Extensive knowledge of:

- Current Web platforms, technologies, protocols and publishing tools
- Object-oriented and web development programming languages typical to the job assignment

#### General knowledge of:

- Characteristics and design of web and application servers
- Methods, processes and operating principles of Windows 2000, IIS, and SQL Server administration
- Methods and techniques of project management
- Principles and processes of providing customer service including customer needs assessment, meeting quality standards for services and evaluation of customer satisfaction

- Principles of communications and marketing as it applies to the Internet
- Practices and methods of maintaining data privacy
- Business and management principles involved in strategic planning, production methods and coordination of people and resources
- Research methods for emerging technologies

Skill to:

- Plan and develop web architecture and web content
- Identify complex problems, and develop or evaluate options and implement solutions
- Analyze information and evaluate results to choose the best solution and solve problems
- Effectively communicate in person and in groups; and write clear and concise memorandums, reports or other documentation
- Use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems
- Manage projects typical to the job assignment

Ability to:

- Be careful about detail and thorough in completing work tasks
- Develop, design or create new applications, ideas, relationships, systems or products
- Effectively prioritize tasks and plan work
- Explain what information means and how it can be used
- Establish effective working relationships with members inside and outside the organization
- Be pleasant with others on the job and display a good-natured, cooperative attitude
- Accept criticism and deal calmly and effectively in high stress situations

**Experience and Education**

A typical way to obtain the required knowledge, skills and abilities would be:

A Bachelor's degree in computer science, information science, management information systems, business administration or a related field; and three (3) years Web based application design and development experience; or any combination of experience and training sufficient to support the knowledge, skills and abilities.

Experience with the Microsoft development environment including Active Server Pages, JavaScript, XHTML, CSS; and development experience using SQL Server and Oracle databases is desirable.

**Physical and Mental Demands**

*The listed physical and mental demands are representative of those that must be met by an*

*employee to successfully do the essential functions of this classification. Persons with disabilities may be able to carry out the duties with accommodation. Reasonable accommodation will be evaluated upon request.*

Work requires the ability to see detail at close range. Employees will regularly communicate with others to convey or receive information and express ideas; therefore, they must understand the speech of another person, and speak clearly so others can understand. Employees will regularly sit for extended periods. They will use their fingers to make precise coordinated movements when using computer keyboard or office equipment.

Employees apply principles of logical or scientific thinking to define problems, collect data, establish facts, and draw valid conclusions. Work requires that employees deal with several abstract and concrete variables and order information into a logical sequence. Employees will occasionally work with emotionally charged individuals and must negotiate agreements between people with varying interests.

### **Work Environment**

Work is regularly performed in an indoor office setting. The employee may be required to work early or late hours to meet project time lines.

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Web Architect, Created 12/03/2007