



BE THE FIRST AND ONLY... **WEBMASTER**

**CAREER
OPPORTUNITY
with Napa County**

Salary: \$76,502 - \$91,644 Annually DOE/DOQ

Be the first and only Webmaster for Napa County government. This newly created position acts as the central information and sorting point for Web development requests, and oversees the work of various content providers and teams in 18 different agencies and departments throughout the county. The position oversees the development and management of the County's public and intranet websites and assures consistency, effectiveness, and quality of design, content and functionality of all online communication platforms across the County.



A Tradition of Stewardship
A Commitment to Service

THE JOB

The Webmaster is responsible for the content, branding, quality assurance, evaluation and analysis of County web-based projects. This position reports directly to the Director of Library Services & Community Outreach and works closely with the Public Information Officer and the Chief Information Officer for the County. You will play a vital role in assisting the communications team with planning and implementing web strategy, redesigning the County's website and building a vision of communication excellence.



THE IDEAL CANDIDATE

This candidate is an experienced web developer and content leader who excels at leveraging the technical expertise of internal and external resources and is a proven professional who takes initiative, is results oriented, builds positive relationships, develops others, and is diplomatic and an excellent communicator.

EMPLOYMENT STANDARDS: *To qualify, you must possess any combination of experience and education that would likely produce the required knowledge and abilities. A desirable combination is:*

- Two years of full-time experience managing internet/intranet website production, including content development, support, site design, development and maintenance;
- A Bachelor's degree from an accredited college or university with major course work in Communications, Computer Science, Information Technology or closely related field; and/or
- Additional experience that may be substituted for the required education on a year-for-year basis.
- Exceptional knowledge of Content Management Systems (CMS) required, and up-to-date knowledge of on-page SEO techniques is beneficial.
- Communicate effectively, in English, both orally and in writing and ability to read and write Spanish is a plus.

In addition, we are looking for a candidate who will:

WEB TECHNOLOGY & SOLUTION EXPERT

- Proactively identify and drive forward site improvements, developments and fixes, and recommend new technologies and system changes
- Provide web technical leadership and manage the implementation, and assist with the development of CMS and keep up with technology advancements and trends
- Assure web pages are mobile-friendly and multi-platform ready
- Use web technologies effectively, such as HTML, HTML 5, XML, CSS, CSS3, PHP, and JavaScript
- Use software programs such as Photoshop, Flash, Illustrator, InDesign, and Acrobat, and vector-based and bitmapped graphics
- Understand cross-platform and multimodal consistency and Graphical User Interface (GUI) design trends
- Perform image slicing and file compression and understand Adaptive Technologies (AT) for people with disabilities
- Create and compress sound and video files for internet delivery, and create web-optimized PDF documents with active hyperlinks and menu bars
- Perform or coordinate overall quality assurance audits and testing; organize website links; identify complex problems and implement solutions
- Work with the Information Technologies Services' (ITS) Web group and various ITS groups (Administration, Network Operations) to evaluate, select, order, install, and integrate hardware and software to accomplish effective Web services and management.
- Establish effective security measures, document management, search engines, online surveys and other interactive services, and monitor production of website usage statistical reports
- Provided simplified means for staff to place content into the Web environment
- Assist in debugging issues that arise with the performance on the website using analytical tools

CONTENT DESIGN & MANAGEMENT

- Identify, develop, and implement short- and long-term plans for website development and growth
- Champion the user-centered design process and usability in the implementation of all Web services and templates
- Manage, design and/or participate in the design of Web pages and templates
- Perform layout work, linking and other tasks to create, develop, and expand Web pages and services
- Translate client/business needs into final web based projects that meet user expectations
- Organize, train and oversee the work provided by content providers, whom have varying abilities
- Optimize web content for navigability (browser and mobile platforms), and regularly review website and intranet sites for stale content, broken links and other issues
- Coordinate content for Web-based subscription services
- Maintain overview of site traffic and performance and recommend improvements
- Develop user-centered design principles in accordance with eGovernment best practices, and state and federal requirements
- Ensure Content Contributors have access to analytics and data for specified key performance indicators

CLIENT & PROJECT MANAGEMENT

- Lead project teams through all stages of website and/or intranet design and implementation
- Work with internal clients to develop project scope of work and identify needed resources
- Use excellent project management skills to develop timelines and keep projects and resources on task
- Lead project teams and delivers projects on time, within scope and on budget
- Manage multiple projects, prioritize tasks, and work effectively in a fast-paced environment
- Use good judgment and political savvy, and work effectively under pressure
- Gather and research information
- Evaluate Web development requests for completeness and ability to meet requested timelines and identify needed resources

COMMUNICATIONS & INTERPERSONAL COMPETENCIES

- Work collaboratively and develop strong relationships with internal and third-party service providers
- Write and update content management system training materials
- Provide content management usage trainings
- Review, edit and approve content from County departments for publishing
- Maintain consistency and quality assurance related to website style established design guidelines
- Be responsive to clients, communications, and emails posted via the webmaster link
- Understand communication, outreach theory and writing for the web
- Exercise initiative, flexibility and ingenuity, and adapt quickly



THE COUNTY

As an organization, the County is dedicated to improving the lives of Napa County residents and reflecting the best of the community's values: integrity, accountability and service; and its mission to preserve agriculture and the environment and to provide leadership and services to advance the health, safety and economic well-being of current and future generations.

The County employs more than 1,300 employees, who provide services to the public through 18 departments serving 135,000 diverse residents who share a strong sense of community and a legacy of preserving and protecting their rich agricultural heritage. Located in the heart of California's pre-eminent wine region, Napa County is also part of the dynamic San Francisco Bay Metropolitan Area. With its sunny Mediterranean climate and proximity to the mountains and the ocean, the County offers residents easy access to virtually unlimited shopping, dining, cultural and recreational opportunities. Most Napa County residents live in one of the County's five incorporated cities or towns, ranging from Napa, the County seat with a population of 74,000, to Yountville, with 3,280 residents. With its strategic location, natural and cultural resources, history of responsible land use planning and attractive quality of life, Napa County offers its residents the ideal mix of small town living and big city amenities.



BENEFITS:

VACATION: Twelve to twenty-six days of vacation annually based on years of services.

HOLIDAYS: Employees receive an average of eleven paid holidays per year as prescribed in the Memorandum of Understanding.

SICK LEAVE: Twelve days earned per year with unlimited accrual.

HEALTH INSURANCE: The County contributes a significant portion of the premium to employees and their dependents. The CalPERS currently offers nine medical plans:

DENTAL INSURANCE: The County offers a choice of two dental plans with the County paying the premium for the employee and their dependents: Delta Dental Premiere / Delta Care

VISION: The County offers a vision plan through VSP with the premium paid by the employee.

LIFE INSURANCE: The County provides \$20,000 life insurance coverage for each employee at County expense, and an option of up to an additional \$200,000 at the employee's expense.

DEFERRED COMPENSATION: The County offers a 457 plan offered by Mass Mutual.

RETIREMENT: The County participates in the California Public Employees' Retirement System (CalPERS) and individual employee participation is mandatory. The current Retirement formula is 2% @ 60. Depending on the start date, retirement formula will be 2% @ 62 for new CalPERS members. Napa County does not participate in Social Security.

PERSONAL LEAVE: 19 hours credited during the first pay period of the fiscal year (prorated based on date of hire).

EAP: The County offers an Employee Assistance Program.

HOW TO APPLY: *Apply by May 9, 2014.* We have a reduced application process and it should only take 15 minutes to complete and attach your resume.

- **CLICK HERE** to apply with Napa County

Contact your recruiter, Wendi Brown, at:

- wendi@wbrowncreative.com, or
- 541-858-0376 (direct), or 866-929-WBCP (toll free)