

WEB SERIES

PREAMBLE

The Web Publisher and Web Coordinator classification specifications are intended for those positions that are performing web activities as the primary function of the job on an ongoing and sustained basis. Web functions are the focus of the position and must equate to the majority of a position's functions.

Exclusions:

- Positions that perform web activities as a small percentage of the total position's functions.
- Positions within central government that are responsible for setting government wide policies, standards and guidelines related to web design, technology, etc.
- Information Technology positions that provide complex programming and database development related to web applications.

WEB PUBLISHER

KIND AND LEVEL OF WORK:

This is the full working level where positions design, develop, publish and maintain websites, in accordance with government standards, as the primary function on an ongoing and sustained basis. The focus is on visual web design expertise where positions require a working knowledge of associated web publishing tools as well as an understanding of development tools and applications.

FACTORS:

SKILLS/ EXPERTISE:

- A formalized post secondary diploma/certificate program in web design requiring several courses or equivalent experience and knowledge
- Knowledge/training in web publishing and graphic design tools
- Basic project management and organizational skills
- Understands the differences and relationships between web publishing and Information Technology technical applications
- Ability to translate program needs, ideas, and content into a web format
- Working knowledge of applicable government/departmental/industry guidelines and standards
- Organizational/interpersonal/communication (written & oral, proofing) skills

STATUS OF WORK:

- Content is provided to position

GUIDELINES:

- Branch and/or departmental objectives and content guidelines
- Central government guidelines, standards, legislation, best practices, policies and procedures
- Web content and security/usage of equipment guidelines
- Industry standards related to web publishing

ORIGINALITY:

- Creates visuals/graphics, website/page layout and structure, and navigation while working within the framework of government templates
- Formats and organizes content

INDEPENDENCE OF ACTION/DECISION MAKING:

- Makes recommendations and/or decisions on formatting, organization, layout of web pages or website(s)
- May make recommendations related to software products and tools or assist in the evaluation process
- Provides design/development advice to content providers or staff who perform web publishing functions
- Prioritizes daily workload and work schedule

SUPERVISION RECEIVED:

- Receives program direction from management
- Receives direction/guidance from the Web Coordinator
- May report directly to the Web Coordinator
- May receive technical direction from the departmental business requirements organization and/or the corporate information communications technology organization

CONTACTS:

- May be a representative on departmental coordinated web committee(s)
- Web Coordinator
- Departmental business requirements organization for issues related to technical application and database development
- Corporate government organizations
- Other branches/divisions/departments
- Vendors
- Clients/public

SCOPE:

- Web publishing for branch, division, or departmental web pages

WEB COORDINATOR

KIND AND LEVEL OF WORK:

On an ongoing and sustained basis, the Web Coordinator is responsible for coordinating websites and Web Publishers by providing direction on design and functionality, ensuring quality, conducting all related administration and budgeting related to the web, monitoring and reviewing content formatting issues, and making final decisions related to the posting of web pages in order to ensure compliance to web policy and standards. The Web Coordinator is the primary contact for all web related issues and must have, at minimum, functional supervision of other Web Publisher positions. Incumbents make presentations; and provide guidance, training and mentoring to Web Publishers and to other employees involved in web publishing. Incumbents also provide advice, recommendations and/or direction to management, web committees and groups, and may perform a research function on related information such as trends, statistics, and publishing tools.

FACTORS:

SKILLS/ EXPERTISE:

- A formalized post secondary diploma/certificate program in web design requiring several courses or equivalent experience and knowledge
- Planning and project management skills
- Communication skills in a variety of mediums
- Organizational and interpersonal skills
- Management and/or supervisory skills
- Administration and basic budget management skills
- Knowledge of web publishing and graphic design tools
- Expertise in development and maintenance of websites
- Thorough knowledge of the relationship and dependencies between website development/maintenance within the broader technical environment
- Ability to understand programs and services of the department and ensure that all content is appropriately coordinated into a web format
- Knowledge of applicable government and departmental legislation, policies, guidelines, standards, and best practices
- Knowledge of industry standards and trends in web design
- Training/mentoring skills
- Conflict resolution skills
- Research and analytical skills

GUIDELINES:

- Central government guidelines, standards, legislation, best practices, policies and procedures
- Departmental web content guidelines and procedures
- Industry standards related to websites
- Department and program objectives
- Web content and security and usage of equipment

ORIGINALITY:

- Design and development of website and web pages
- Development of training presentations
- Development of web content processes/procedures/guidelines for a department
- Promotion of website

VARIETY:

- Provides training to employees
- Communicates and liaises with branches, central government, vendors, etc.
- Coordinates, facilitates, and participates in a variety of committees – internal and external to government
- Provides functional supervision
- Reviews and makes recommendations on web pages
- Conducts research
- Performs administrative/budget functions

NATURE OF FUNCTIONS SUPERVISED:

- All web activities

NATURE OF SUPERVISORY FUNCTION:

- May be responsible for direct supervision of subordinates or indirect reporting relationships
- May be responsible for performance of subordinates
- May assist in recruitment and selection

INDEPENDENCE OF ACTION/DECISION MAKING:

- Work is performed independently and matters are referred to the position's director or to a higher superior when the consequences of a decision are likely to be critical
- Ensures end product is consistent with other communication mediums within government

SUPERVISION RECEIVED:

- Receives only general managerial direction

CONTACTS:

- All levels as directed
- Departmental business requirements staff
- Corporate government organizations responsible for web management
- Web Publishers, employees, clients
- Internal/external committees
- External organizations, vendors, other departments
- Federal and other provincial jurisdictions

CONSEQUENCE OF ERROR:

- Websites provide information to government employees, clients, and the general public. Inaccuracy of information or poor design may result in government programs not being communicated correctly or appropriately.

SCOPE:

- This classification is the web authority/representative. Positions coordinate web activities of significant business programs and/or delivery of critical business services.