



COUNTY OF ERIE
POSITION ANNOUNCEMENT
AN EQUAL OPPORTUNITY EMPLOYER

POSTING DATE: SEPTEMBER 23, 2016

CLOSING DATE: OCTOBER 7, 2016

TITLE: INTERNET SOCIAL MEDIA ADMINISTRATOR

GRADE: P-III

DEPARTMENT: INFORMATION TECHNOLOGY

BARGAINING UNIT: NB

ENTRY RATE: \$17.62/HOUR, \$34,359/ANNUAL

HOURS PER WEEK: 37.5

PROCEDURE TO APPLY: Please read the **County of Erie Job Application Procedures** before applying. Those wishing to apply for this position shall submit a County Employment Application, a Bid Form and Resume stating their qualifications to the Human Resources Department at the Erie County Court House, Room 501, Erie, PA 16501. Apply Monday - Friday, 8:30 am - 4:00 pm.

APPLICATIONS AND BID FORMS CAN BE DOWNLOADED FROM THE INTERNET BY GOING TO THE ERIE COUNTY WEB SITE AT www.eriecountypa.gov AND THEN CLICK ON JOB OPPORTUNITIES. COMPLETED FORMS CAN EITHER BE MAILED TO THE ABOVE ADDRESS OR FAXED TO 814-451-6484.

THE COUNTY OF ERIE IS AN EQUAL OPPORTUNITY EMPLOYER. MEN AND WOMEN OF ALL MINORITY AND NON-MINORITY GROUPS INCLUDING INDIVIDUALS WITH DISABILITIES ARE ENCOURAGED TO APPLY.

ALL NEW HIRES ARE SUBJECT TO A CRIMINAL BACKGROUND CHECK.

DEFINITION OF CLASS:

This position develops, updates, and manages the operation of the County's websites, oversees the operation and functionality of the website databases, and assists in the County's social media management and administration.

DUTIES & RESPONSIBILITIES:

Administration of the County websites which include updating content and layouts, graphics development, implementation of new technologies, and developing short and long term Internet roadmaps. In addition to website administration, this position will help define and implement a social media presence for the County and research / implement emerging Internet and communication technologies.

Duties include but are not limited to

- Website Security
- Daily review of the current County website;
- Content and design revisions;
- Posting various departments' content;
- Preparing a long-term plan for web site development and presence, including standards and guidelines for content including County website consolidation;
- Ensure a consistent look and feel throughout the Website by promoting uniform fonts, formatting, icons, images, and layout, and creating appropriate templates to assist content authors;
- Find, diagnose, and fix Website problems, including broken links (both internal and external), typographical errors, formatting inconsistencies, and database issues;
- Manage the acquisition and ongoing maintenance of the organization's domain names with the appropriate registrars;
- Set and enforce compatibility and interoperability standards that ensure site accessibility for users with

- older browser versions as well as low-speed connections;
- Monitor, analyze, and report on Website traffic;
- Assist in troubleshooting issues with County employees and the Public;
- Administration and development of County social media presence;
- Other duties as assigned;

KNOWLEDGE, SKILLS & ABILITIES:

Knowledge in the following areas:

- Website Content Management Systems
- Website Developer Tools
- Search Engine Optimization (SEO) and Analytics
- Windows Server 2008 / 2012, Windows 7
- Authoring Tools such as Photoshop, Illustrator and Flash, Fireworks
- Social Media Familiarity (Facebook, Twitter, Etc...)
- Excellent verbal and writing skills.
- Ability to create graphical interface features
- Must be able work well with others.
- Sensitivity to browser compatibility issues.
- Ability to conduct research into emerging Web, Internet, and communication technologies.
- Working knowledge of Web authoring, development, and publishing tools.
- Hardware and networking knowledge a plus.

MINIMUM REQUIREMENTS/QUALIFICATIONS:

Bachelor's degree in computer science or related field and four (4) years of experience in a progressive IT environment; or an equivalent combination of education and experience.