



# Web and Social Media Program Specialist

## J o b D e s c r i p t i o n

### JOB INFORMATION

Approved Date:	1/1/1900 12:00:00 AM
Working Title:	Web and Social Media Program Specialist
Job Family:	Program
Classification:	Program Specialist

### ORGANIZATION

Department:	County Commissioners
Cost Center/Program:	9011 - County Commissioners
Exemption Status:	Non Exempt
Union:	Not Represented

### JOB SUMMARY

Positions in this classification serve in a supporting role as a resource for work teams handling multi-disciplinary or technically challenging projects and programs. Incumbents may act as a program liaison and provide support to program participants and outside entities regarding functions of the program; interpret, review and apply program specific policies, procedures and regulations; assess program needs; and assist in the development courses of action to carry out program activities.

A program is a specialized area with specific complex components and discrete tasks which distinguish it from the main body of an organization. A program is specific to a particular subject. The specialized tasks involve interpretation of policies, procedures and regulations, budget coordination/administration, independent functioning and typically, public contact. Duties are not of a general support nature transferable from one program to another. Performance of clerical duties is in support of incumbent's performance of specialized tasks.

#### Distinguishing Characteristics

This is the second level within a six level Programs series. This classification is distinguished from the next level within the series in that Programs Coordinators perform technical level work requiring program specific experience and may serve as a lead over other workers in a program. It is distinguished by providing specialized support work specific for the program and program participants. Positions at this level work under general supervision and plan and organize operations for programs such as the business enterprise, volunteer services and community resources, elections examination/administration programs. Incumbents oversee day-to-day program operations, function as a program representative and resource, have extensive contact with program participants and outside entities, and resolve problems within a delegated area of authority. Unusual problems, probable outcomes and solutions are presented to higher levels for resolution.

The Web and Digital Technology Specialist position provides significant administrative and technical support related to the support of the County website. This position assists with developing and updating web pages and sites within established guidelines. This position serves as a subject matter expert on the County's website Content Management System (CMS) and provides support to non-technical staff. Work is performed under the supervision of the Digital Communications Supervisor. This position is a member of the County Communications Division.

The position requires use of a wide range of technologies, including web editing software, graphic and multi-media software, productivity tools and other enterprise technologies. This position requires independent judgement, excellent communication and collaboration skills.

This appointed position is at-will and the incumbent's continued employment with the County is at the discretion of the County Commissioners. The appointment may be revoked at any time with or without cause and without right to appeal.

### JOB FUNCTIONS

## Essential Functions

Essential Function	% TIME
Create, maintain, optimize, and evaluate public-facing online content for the County. Design and update web pages and web sites within established architecture, guidelines and templates. Review, update and enhance existing web pages. Maintain and update the County home page. Content includes webpages, databases, search engines, video, and applications. Coordinate with county communications staff to design and produce visual graphics. Maintain and archive web content in accordance with Washington State Public Records law. Consult with Public Records Coordinator on laws, regulations and other requirements. Attend and participate in web governance meetings.	40%
Provide information and technical assistance to over departmental website content editors. Assist communications staff and other non-technical staff in the use of web publishing tools and software to maintain their sites. Assist staff with appropriate web file creation and design for posting on the intranet/internet. Serve as a resource for resolving web management problems. Coordinate with Information Services on diagnosing coding and software issues or troubleshooting outages. Create custom widgets using HTML, CSS, or Javascript to enhance functionality and usability of website. Serve as a liaison with Information Services for technical support.	20%
Ensure compliance with legal requirements, including accessibility standards, data privacy and copyright laws. Monitor accessibility scores in enterprise software tools and provide training and support to staff.	20%
Update and maintain County SharePoint Intranet site. Facilitate updates, create pages, coordinate and edit content based on requests from communications department staff.	10%
Assist with the creation of social media posts and graphics.	5%
Create short links or redirects upon request. Create reports on accessibility, search engine optimization and analytics.	5%

## Required for All Jobs

<ul style="list-style-type: none"> <li>Performs other duties as assigned</li> </ul>
<ul style="list-style-type: none"> <li>Complies with all policies and standards</li> </ul>

This Job is Essential

## QUALIFICATIONS

Education			
Education Level	Education Details	Required/ Preferred	
Associate's Degree	in a field closely related to the program, from a college or university accredited by an agency recognized by the US Department of Education.	Required	

## Work Experience

Experience	Experience Details	Required/ Preferred	
2 years	support experience closely related to the program.	Required	
2 years	of progressive experience in website design, development, and management.	Required	or
	Experience serving as a liaison between internal customers and Information Services, with a strong focus on customer service and communication.	Preferred	
	Proficiency in website management tools and front-end web development technologies, including HTML and WordPress.	Preferred	
	Experience with branding, content management, and maintaining consistent visual and written standards across web platforms.	Preferred	
	Ability to troubleshoot website functionality and performance issues.	Preferred	
	Familiarity with social media for education and outreach purposes.	Preferred	
	Experience using front-end development tools to support layout, design, and usability.	Preferred	

## Licenses and Certifications

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/Preferred
	1 - N/A: Does not operate County-owned vehicles.		

## Equivalency

Relevant work experience demonstrating required knowledge, skills, and abilities may substitute for educational requirements. Work experience is essential and cannot be replaced by additional education.

## Knowledge, Skills and Abilities

KSAs
Appear for scheduled work and complete assigned tasks within a reasonable period of time.
Establish and maintain effective working relationships with others using tact, courtesy and good judgment.
Maintain confidentiality and adhere to policy and procedures of the county and department.
Communicate effectively orally and in writing.
Utilize various computer applications specific to the department including databases, word processing, document imaging, spreadsheets, and web-based systems for entering, retrieving and researching data and records.
Physically perform assigned duties and essential functions of the position.
Knowledge of website design, development principles, and best practices.
Knowledge and understanding of HTML, WordPress, and front end web development tools.
Knowledge of website branding, content management, and accessibility standards.
Knowledge and understanding of troubleshooting methods for web functionality and performance issues.
Knowledge of social media platforms and their use for outreach, education, and public engagement.
Knowledge and familiarity with organizational communication workflows between internal customers and Information Services.
Knowledge of County, State, and Federal laws and regulations pertaining to the program
Knowledge of rules of grammar, spelling and punctuation used in professional writing
Knowledge of terminology, laws, rules, codes and regulations governing area of assignment
Knowledge of principles and methods associated with public information dissemination
Skill in designing, building, and maintaining websites using modern web tools and platforms.
Skill in using content management systems (e.g., WordPress) to organize, update, and publish content.
Skill in effectively communicating technical information to non technical audiences.
Strong customer service and interpersonal communication skills.
Skill in applying branding and style standards consistently across digital content.
Skill in diagnosing and resolving website layout, content, or performance issues
Ability to serve as a liaison between internal customers and Information Services to ensure accurate, timely website updates.
Ability to manage ongoing website operations, updates, and content workflows.
Ability to apply organizational branding and messaging across all web and social media platforms.
Ability to prioritize tasks, manage multiple deadlines, and work independently.
Ability to adapt to new tools, technologies, and web standards as they evolve.
Ability to translate customer needs into clear technical requirements or website changes.

## Core Competencies

Demonstrates values-based competencies in line with the core values that are the foundation of all activities performed by employees in order to achieve the Mission of the Company:

Time Management	Uses their time effectively and efficiently; values time; concentrates their efforts on the more important priorities; gets more done in less time than others; can attend to a broader range of activities.
Drive for Results	Can be counted on to exceed goals successfully; is constantly and consistently one of the top performers; very bottom-line oriented; steadfastly pushes self and others for results.
Customer Focus	Is dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect.

## Remote Employment

Remote Employment Type:

Remote Employment Text:

## Weight Bearing Activities

Physical Activity Performed	Frequency/Percentage Time/Max Time	Examples of how activity is performed
Weight Bearing (Standing & Walking)		
Weight Bearing Standing		
Weight Bearing - Walking		
Walking on Uneven Terrain	Occasionally: 11-33% - Occurs 31 minutes to 2.5 hours per shift.	remote sites or field work
Running		
Jumping		
Climbing Ladder, stairs, stools	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	may periodically climb stairs
Balancing	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	to access low filing cabinets/shelves
Bending at the waist	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	accessing files, office supplies, and equipment
Twisting at the waist	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	to access low filing cabinets/shelves
Stooping Slight bend at knees		
Squatting		
	Continuously: 67%+ - Occurs more than 5.6 hours per shift.	

## Other - Non-Weight Bearing

Physical Activity Performed	Frequency/Percentage Time/Max Time	Examples of how activity is performed
Sitting	Continuously: 67%+ - Occurs more than 5.6 hours per shift.	
Kneeling One or both knees		
Crawling On hands and knees		
Lying Down Back, side or stomach		

## Lifting/Carry/Push/Pull

### Lifting

Physical Activity Performed	Frequency/Percentage Time/Max Time	Examples of how activity is performed
Lifting 0-10 lbs	Occasionally: 11-33% - Occurs 31 minutes to 2.5 hours per shift.	Office supplies, paperwork and files
Lifting 11-20 lbs	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	Office supplies, paperwork and files
Lifting 21-35 lbs	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	Office supplies, paperwork and files
Lifting 36-50 lbs	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Lifting 50 + lbs	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	

### Carry

Physical Activity Performed	Frequency/Percentage Time/Max Time	Examples of how activity is performed
Carry 0-10 lbs	Occasionally: 11-33% - Occurs 31 minutes to 2.5 hours per shift.	Office supplies, paperwork and files
Carry 11-20 lbs	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	Office supplies, paperwork and files
Carry 21-35 lbs	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	Office supplies, paperwork and files
Carry 36-50 lbs	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	

## Pushing

Physical Activity Performed	Frequency/Percentage Time/Max Time	Examples of how activity is performed
Pushing 0-10 lbs	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	file drawers, office equipment, files
Pushing 11-20 lbs	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	file drawers, office equipment, files
Pushing 21-35 lbs	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Pushing 36-50 lbs	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	

## Pulling

Physical Activity Performed	Frequency/Percentage Time/Max Time	Examples of how activity is performed
Pulling 0-10 lbs	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	file drawers, office equipment, files
Pulling 11-20 lbs	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	file drawers, office equipment, files
Pulling 21-35 lbs	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Pulling 36-50 lbs	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	

## Upper Extremity/Arm Movement

	Dominant Arm - Frequency/Percentage Time/ Max Time	Non-Dominant Arm - Frequency/Percentage Time/ Max Time	Examples of how activity is performed
Reaching Above shoulder level	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	accessing files, office supplies, and equipment
Reaching at shoulder level	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	accessing files, office supplies, and equipment
Reaching below shoulder level	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	accessing files, office supplies, and equipment

## Upper Extremity/Arm Movement

	Dominant Arm - Frequency/Percentage Time/Max Time	Non-Dominant Arm - Frequency/Percentage Time/Max Time	Examples of how activity is performed
Steering Equipment, Vehicles			

## Cervical Spine/Neck Movement

Physical Activity Performed	Frequency/Percentage Time/Max Time	Examples of how activity is performed

## Upper Extremity/Hand Activities

	Dominant Arm - Frequency/Percentage Time/Max Time	Non-Dominant Arm - Frequency/Percentage Time/Max Time	Examples of how activity is performed
Fine Manipulation			
Keyboarding/Typing			
Simple Grasp	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	office supplies, equipment, phone
Up & Down Flexion of Wrist			
Side to Side Motion of Wrist			
Turning/Rotation of wrist/hand			
Gross Manipulation			
Powerful Grasp/Tight Grasp	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	office supplies, equipment, phone
Hand Controls			
Repetitive Motion			

## Sensory Functions (See, Hear, Smell)

Physical Activity Performed	Frequency/Percentage Time/Max Time	Examples of how activity is performed
Sight: Distinguish objects, depth perception, field of vision, color identification, near and far acuity necessary to operate equipment, machinery, etc.	Continuously: 67%+ - Occurs more than 5.6 hours per shift.	documents computer screen, files may be color coded
Hearing: Comprehend oral language and sounds and react appropriately. Follow oral directions.	Continuously: 67%+ - Occurs more than 5.6 hours per shift.	

## Sensory Functions (See, Hear, Smell)

Physical Activity Performed	Frequency/Percentage Time/Max Time	Examples of how activity is performed
Speaking: Orally communicate information and ideas with comprehension	Continuously: 67%+ - Occurs more than 5.6 hours per shift.	
Reading: Comprehend and retain the written word.	Continuously: 67%+ - Occurs more than 5.6 hours per shift.	documents computer screen
Writing: Composing communications in writing		
Math: Compute a series of numeric variables, measurements		

## Working Conditions

Physical Activity Performed	Frequency/Percentage Time/Max Time	Examples of how activity is performed
Uneven Ground	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Exposure to Bloodborne Pathogens		
Work Outside	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Customer/Public Contact		
Work Inside	Continuously: 67%+ - Occurs more than 5.6 hours per shift.	office environment
High Elevations	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Moving Objects	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Slippery Surface	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Wetness	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Temp.Humid/ Extremes	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Temp. Cold Temp	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Confined Spaces	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Special Clothing	Continuously: 67%+ - Occurs more than 5.6 hours per shift.	semi-professional attire
Vibration	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	

## Working Conditions

Physical Activity Performed	Frequency/Percentage Time/Max Time	Examples of how activity is performed
Use of Solvents	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Use of Detergent	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Chemical Contact	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Chemical Vapors	Never: 0% - Does not occur ever, or may not ever occur for some incumbent.	
Dust or Particles	Seldom/Infrequent: 1-10% - May occur, but not on a daily basis or less than 30 minutes per shift.	
Toxic Substances		
Explosives		
Radiation		
Electricity		
Noise intensity		

## Mental/Psychological Demands

Mental/Psychological Demands	Required Yes/No (Blank)	Examples

## Operational Equipment

Physical Activity Performed	Frequency/Percentage Time/Max Time	Examples of how activity is performed

## Other Requirements

## PRE-EMPLOYMENT EXAMS

## POST-EMPLOYMENT

## COMPENSATION

Annual Max:	\$0.00
Annual Min:	\$0.00
Hourly Max:	\$42.30
Hourly Min:	\$33.07