

**Title: Website/Community Engagement Coordinator**  
**Department: Administration**  
**Division/Office: Information Technology Office**



555 Bay Road, Dover, DE 19901

Grade 2119; Hourly position; Category: Classified; Job Code: WCEC: Est.:01/01/2023

### **General Description**

The purpose of this position is to serve as the primary contact for all aspects of the organization's website(s); managing a range of responsibilities that include web design and development, routine site and content maintenance, various updates to ensure sites align with the goals and objectives of Kent County, implement, and administer website engagement with Kent County residents that utilize the county website. This position works under general supervision, to administer the County's websites, manage content, and maintain Web design by keeping content and design current.

### **Duties and Responsibilities**

*The functions listed below are those that represent the majority of the time spent working in this position. Management may assign additional tasks as necessary.*

- Serves as the primary contact for all aspects of the county's website(s).
- Performs professional work to lead and enhance the organization's web presence and digital government services.
- Identifies, evaluates, recommends, and executes the implementation of new and replacement technologies to meet the web service goals of the agency.
- Updates and publishes content, maintains continuity of themes, designs layout, and streamlines navigation of the County's website pages.
- Creates and maintains internal and external websites in collaboration with internal staff and our website vendors.
- Reviews web content, links, and design; provides necessary updates and enhancements in a timely manner.
- Identifies useful site performance metrics; collects, tracks, records, compiles, analyzes, and reports site usage data.
- Conducts user testing and use analysis to assess usability and effectiveness of the site; recommends improvements based on analysis.
- Communicates with site visitors and users regarding site updates, anticipated and unanticipated downtime, and resolution of bugs and outages.
- Coordinates a variety of functions a variety of on behalf of PIO.
- Ensures compliance with company policies, procedures, and ethical standards; software licenses; and applicable state and federal laws and regulations including data security, privacy, and intellectual property laws.
- Maintains current knowledge of best practices and emerging developments in web design, web development, and technology.
- Performs other related duties as required.

### **Minimum Education and Experience Requirements**

Requires Bachelor's degree in Computer Science or related field supplemented with coursework in digital media, web design, and/or computer programming highly preferred. Equivalent progressive professional experience may be substituted for education.

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**Additional Requirements:**

Ability to work independently under general supervision; possess acute knowledge and understanding of website design and administration; ability to communicate complex ideas and concepts in verbal and in written form; strong analytical and problem-solving skills with excellent organizational skills and attention to detail; fluent with markup and programming languages, including HTML, XML, Java, and CSS; proficient with Microsoft Office Suite, Adobe Creative Suite, and other related software.

Must pass testing for substance abuse and criminal background investigation. Maintaining a positive work environment by acting and communicating promotes harmonious relations with customers, co-workers, and supervisors. Direct deposit of pay is required.

**Americans with Disabilities Act Requirements:**

This is sedentary work requiring the exertion of up to 10 pounds of force occasionally and a negligible amount of force frequently or constantly to move objects; work requires fingering, and repetitive motions; vocal communication is required for expressing or exchanging ideas by means of the spoken word, and conveying detailed or important instructions to others accurately, loudly, or quickly; hearing is required to perceive information at normal spoken word levels, and to receive detailed information through oral communications and/or to make fine distinctions in sound; mental acuity is required to make rational decisions through sound logic and deductive processes; physical attendance at work site is required to perform manual tasks, provide immediate service to onsite customers, and supervise or interact with work group; visual acuity is required for preparing and analyzing written or computer data, operation of motor vehicles or equipment, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the worker is not subject to adverse environmental conditions.

**Special Certifications and License Requirements:**

- Passing a standardized examination to determine basic knowledge, skills & abilities may be required.

**Notices:**

Kent County is an Equal Opportunity Employer. ADA requires the County to provide reasonable accommodations to qualified persons with disabilities. Prospective and current employees are encouraged to discuss ADA accommodations with management. This is an employment at-will position.

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Employee Acknowledgement