



# CONTENT WEBMASTER #2112-208400-02

**Date Opened** Wednesday, December 22, 2021 8:00 AM

**Close Date** Thursday, January 20, 2022 11:59 PM

**Section** Aviation

**Salary** \$58,779.06 - \$77,146.51/year; Commensurate with experience

## OVERVIEW

The City of Charlotte is the largest municipality in North Carolina and the 17th largest city in the United States, with a total population of more than 872,498 citizens. A major commerce center, Charlotte hosts several of the nation's largest banks and technology companies.

Also known as the Queen City, Charlotte is home to the Carolina Panthers, the Charlotte Hornets and the NASCAR Hall of Fame. We work hard to ensure that the community will be a winning city for everyone – a truly remarkable place to live, work, learn and play. Join us in helping to keep our City thriving, ensuring upward mobility and advancement in the workplace.

## SUMMARY

Design, create, and modify Web sites. Primary responsibility will be the management and maintenance oversight of Airport's websites (CLTAirport.com, cltairport.mediaroom.com, CLTConnect, cltairport.com/tenanthub, Charlottenc.gov/aviation). Work includes: site management, web development, web design, troubleshooting/training multiple content management systems, creating templates, pages and sites. Plan, produce and manage various pages and sites. Manage various features (forms) and act as a system administrator for the intranet and extranet. Independent judgment and initiative are exercised within established guidelines; performance evaluated on the basis of discussions and work products. Tasks require a strong attention to detail and ability to work under tight deadlines. Must be able to work flexible schedules.

General Information:

- Candidate chosen must hold valid driver's license in state of residency and ability to obtain and maintain a City Driving Permit.

- Primarily works business hours, Monday through Friday; however, occasionally non-traditional work hours are necessary to accomplish projects, and subject to emergency calls back to work.
- Ability to pass a background check in advance of start date required. Certain convictions will disqualify individuals from unescorted access privileges and therefore exclude from employment.

## **MAJOR DUTIES AND RESPONSIBILITIES**

- Evaluate code to ensure that it is valid, is properly structured, meets industry standards and is compatible with browsers, devices, or operating systems.
- Maintain understanding of current web technologies or programming practices through continuing education, reading, or participation in professional conferences, workshops, or groups.
- Analyze user needs to determine technical requirements.
- Develop or validate test routines and schedules to ensure that test cases mimic external interfaces and address all browser and device types.
- Renew domain name registrations.
- Write supporting code for web applications or web sites.
- Communicate with network personnel or web site hosting agencies to address hardware or software issues affecting web sites.
- Design and implement web site security measures such as firewalls or message encryption.
- Perform web site tests according to planned schedules, or after any web site or product revisions.
- Select programming languages, design tools, or applications.
- Incorporate technical considerations into web site design plans, such as budgets, equipment, performance requirements, or legal issues including accessibility and privacy.
- Respond to user email inquiries or set up automated systems to send responses.
- Develop or implement procedures for ongoing web site revision.
- Develop and document style guidelines for web site content.
- Develop web site maps, application models, image templates, or page templates that meet project goals, user needs, or industry standards.
- Establish appropriate server directory trees.
- Identify or maintain links to and from other web sites and check links to ensure proper functioning.
- Recommend and implement performance improvements.
- Create searchable indices for web page content.
- Register web sites with search engines to increase web site traffic.
- Provide clear, detailed descriptions of web site specifications such as product features, activities, software, communication protocols, programming languages, and operating systems software and hardware.
- Monitor security system performance logs to identify problems and notify security specialists when problems occur.
- Develop and implement web forms for departmental use.
- Manage technology and platforms for the Airport Communications Team.
- Manage and provide system administrator support for the intranet and extranet.
- Provide support during communication related media activities, such as press conferences.
- Manage all web-related projects within Airport Communications.
- Manage digital screens within the terminal and CLT Center for Airport Communications.
- Manage the tracking and reporting on all site metrics.

## KNOWLEDGE, SKILLS & ABILITIES

- Knowledge of the practices and techniques used in web application maintenance and development.
- Knowledge of research methods and the application of them to web design, public relations and communications.
- Knowledge of Sharepoint, Contentful, PRNewswire Web Solutions and Omnivex content management systems. Knowledge of E-Builder a plus but not required.
- Knowledge of circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming.
- Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
- Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- Knowledge of arithmetic, algebra, geometry, calculus, statistics, and their applications.
- Knowledge of principles and methods for curriculum and training design, teaching and instruction for individuals and groups, and the measurement of training effects.
- Knowledge of transmission, broadcasting, switching, control, and operation of telecommunications systems.
- Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, stenography and transcription, designing forms, and other office procedures and terminology.
- Ability to troubleshoot web issues and develop processes
- Ability to establish and maintain effective working relationships with co-workers, the public and the media.
- Ability to demonstrate initiative and self-motivation in a rapidly changing work environment.
- Ability to participate in a number of projects simultaneously.

## PREFERRED QUALIFICATION

Airport and public relations experience is a plus.

## MINIMUM QUALIFICATIONS

High school graduate or equivalent and five years relevant experience.

Or

Associate's Degree and three years relevant experience.

Or

Bachelor's Degree and one year relevant experience.

Experience with Omnivex, SharePoint, Wordpress, Java Script/CGI Script and /or DHTML required. Web related experience and digital video production required.

## **CONDITIONS OF EMPLOYMENT**

The City's Background Check Policy requires background checks to be conducted on final internal or external candidate(s) applying for any position with the City of Charlotte. The type of information that will be collected as part of a background check includes, but is not limited to: reference checks, social security verification, education verification, criminal conviction record check, and, if applicable, a credit history check, sex offender registry and motor vehicle records check.

The City of Charlotte requires proof of COVID-19 vaccination as a condition of employment for all new City of Charlotte employees. The City is an Equal Opportunity Employer, and as such, will consider reasonable accommodations as required by law.

Background checks must be in compliance with all federal and state statutes, such as the Fair Credit Reporting Act (FCRA). The checks must be consistent with the guidelines set forth by these laws requiring organizations to obtain a candidate's written authorization before obtaining a criminal background report, motor vehicle records check or credit report; and to properly store and dispose of information derived from such reports.

Final candidates must pass a pre-employment drug-screening test and physical examination. During the selection process, candidates may be asked to take a skills test, and/or participate in other assessments.

The City of Charlotte is an Equal Opportunity Employer.

## **HOW TO APPLY**

Apply online.

Federal law requires employers to provide reasonable accommodations to qualified individuals with disabilities. Please tell us if you require a reasonable accommodation to apply for a job.

You are welcome to visit the City of Charlotte Human Resources Department lobby where we have workstations available. Our office is located at 700 East 4th Street, Suite 200, Charlotte, NC 28202. Our hours are Monday through Friday, 8 a.m. to 5 p.m. (EST), excluding official City holidays.

Anyone seeking an accommodation to apply for a job may call (704) 336-2285 for assistance or you may email questions to [CityHrJobPostingsNotify@ci.charlotte.nc.us](mailto:CityHrJobPostingsNotify@ci.charlotte.nc.us).

## **BENEFITS**

The City of Charlotte provides a comprehensive benefits package to all employees.

[Click here to learn more about the City of Charlotte's benefits.](#)

The City of Charlotte is a drug and alcohol-free workplace.

## IN CONCLUSION

If you have technical issues submitting your application, click here.

**Fill out the Application  
NOW using the  
Internet.**

 [Apply Online](#)

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