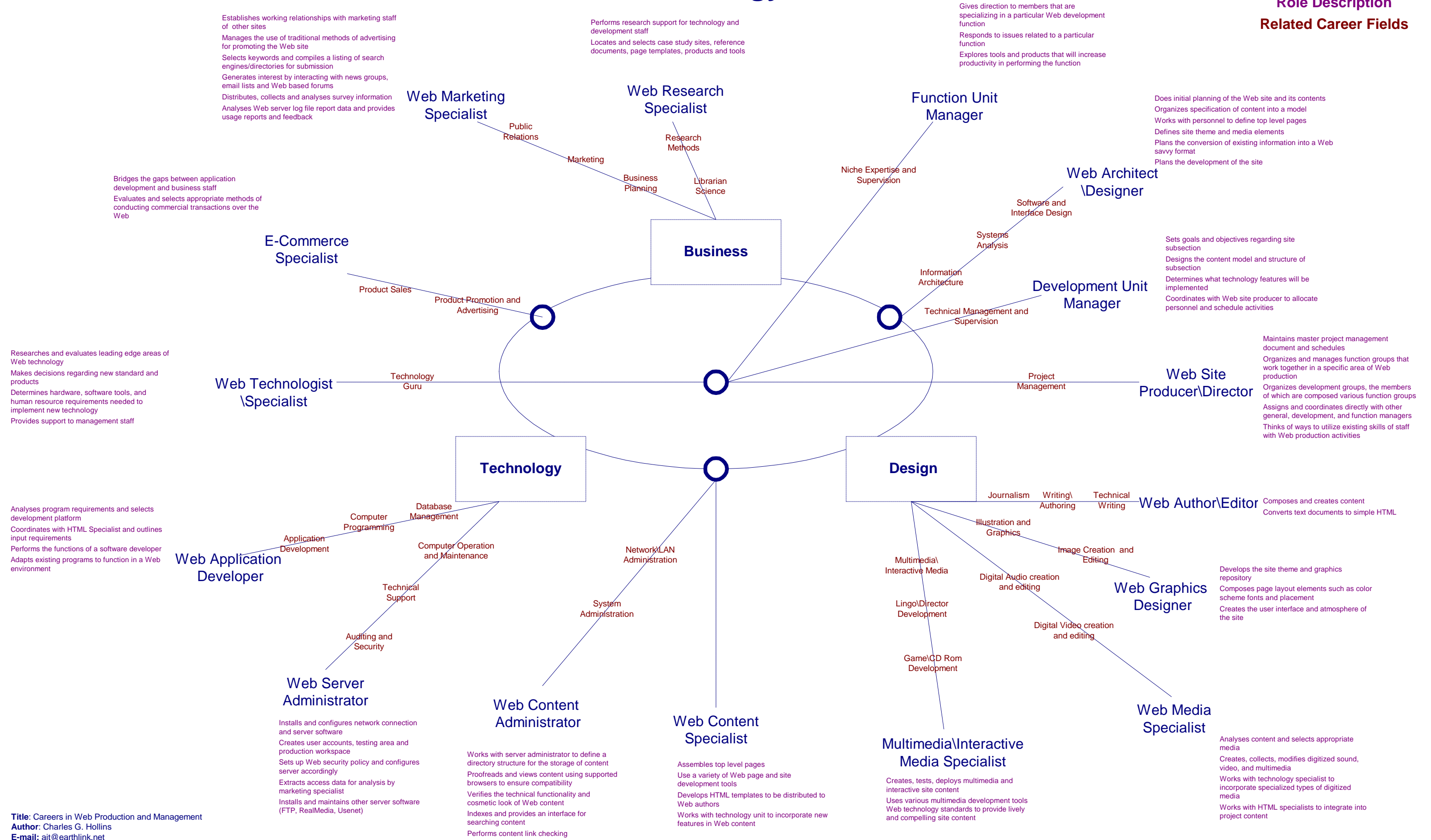


# Roles in Web Technology and Production

**Base Diagram**  
**Role Description**  
**Related Career Fields**



Establishes working relationships with marketing staff of other sites  
 Manages the use of traditional methods of advertising for promoting the Web site  
 Selects keywords and compiles a listing of search engines/directories for submission  
 Generates interest by interacting with news groups, email lists and Web based forums  
 Distributes, collects and analyses survey information  
 Analyses Web server log file report data and provides usage reports and feedback

Performs research support for technology and development staff  
 Locates and selects case study sites, reference documents, page templates, products and tools

Gives direction to members that are specializing in a particular Web development function  
 Responds to issues related to a particular function  
 Explores tools and products that will increase productivity in performing the function

Does initial planning of the Web site and its contents  
 Organizes specification of content into a model  
 Works with personnel to define top level pages  
 Defines site theme and media elements  
 Plans the conversion of existing information into a Web savvy format  
 Plans the development of the site

Bridges the gaps between application development and business staff  
 Evaluates and selects appropriate methods of conducting commercial transactions over the Web

Researches and evaluates leading edge areas of Web technology  
 Makes decisions regarding new standard and products  
 Determines hardware, software tools, and human resource requirements needed to implement new technology  
 Provides support to management staff

Sets goals and objectives regarding site subsection  
 Designs the content model and structure of subsection  
 Determines what technology features will be implemented  
 Coordinates with Web site producer to allocate personnel and schedule activities

Maintains master project management document and schedules  
 Organizes and manages function groups that work together in a specific area of Web production  
 Organizes development groups, the members of which are composed various function groups  
 Assigns and coordinates directly with other general, development, and function managers  
 Thinks of ways to utilize existing skills of staff with Web production activities

Analyses program requirements and selects development platform  
 Coordinates with HTML Specialist and outlines input requirements  
 Performs the functions of a software developer  
 Adapts existing programs to function in a Web environment

Composes and creates content  
 Converts text documents to simple HTML

Develops the site theme and graphics repository  
 Composes page layout elements such as color scheme fonts and placement  
 Creates the user interface and atmosphere of the site