



TITLE	CLASSIFICATION	SALARY GRADE
WEB DESIGN SPECIALIST	CLASSIFIED	GRADE: O
BOARD POLICY REFERENCE: 2012/13 Classification Review		Board Approved:

JOB DESCRIPTION:

Under general supervision, the Web Design Specialist coordinates web development, design and maintenance of the District Web site for currency and cohesion, and serves as the primary point of contact for creating and maintaining web pages and best practices for SRJC; ensures the alignment, overall functionality and presentation of District web sites; plans, develops and designs pages, ensuring compliance and adherence to SRJC Web guidelines; works collaboratively with Public Relations to ensure correct editorial, graphic, identity and web standards; provide solutions to implementation and functionality issues; and performs related work as required.

SCOPE:

The Web Design Specialist serves as the College’s primary web design and development specialist to ensure the accurate and professional design, development, functionality, and maintenance of a high quality, current, and user friendly web site.

DISTINGUISHING CHARACTERISTICS:

The Web Design Specialist is distinguished from the Web Support Specialist by the District-wide scope of web design and development activities.

KEY DUTIES AND RESPONSIBILITIES:

Examples of key duties are interpreted as being descriptive and not restrictive in nature. Incumbents routinely perform approximately 80% of the duties below.

1. Plans, develops, designs and prepares college web sites using various applications, such as XML, HTML, CSS, PHP, MySQL, and the implementation of JavaScript and jQuery; applies strong graphic skills and has a broad knowledge of Photoshop (or related program) to create a compelling and optimized graphics for college web pages.
2. Works with Content Management Systems (CMS) such as Drupal, Joomla and WordPress; works with Bulletin Boards and Forums such as phpBB.
3. Works with PHP and MySQL database integration into web pages; works with various LDAP and authentication for web pages.
4. Serves as a resource to ensure that web-based accessibility standards are met (federal, state, and District); serves as primary contact for web-related issues about Family Educational Rights and Privacy Act (FERPA) as well as best practices, web site implementation and creating/sharing standard templates for web site design.
5. Works to incorporate SRJC’s CWIS web standards into the District websites and to make recommendations as to the approach and tactics for web development projects; troubleshoots web requests and issues; monitors progress and provides feedback on site construction and presentation of sites.
6. Researches and initiates new multimedia; recommends, implements, and maintains web-based multimedia, including audio and video streaming and software tools, various social networking features, etc., on SRJC web sites.

KEY DUTIES AND RESPONSIBILITIES – Continued

7. Monitors adherence to web, identity, graphic, and editorial standards on District sites for quality control; serves as primary contact person to provide guidance for compliance to SRJC's design and web standards; updates web sites as needed for currency, identity, and functionality.
8. Monitors the adherence to college web standards (CWIS and PR), reviews sites, and approves web pages, ensuring they are aligned with the overall 'look and feel' of the District web.
9. Incorporates promotional efforts into new technologies and social networking sites.
10. Consults with and trains faculty and staff on web design and standards, the use of web development applications, and content management systems to update and maintain SRJC Web sites; works with SRJC departments, programs, services, and committees regarding the design of specialized web sites and the application of identity standards and functionality requirements.
11. Acts as the liaison between Public Relations and college groups regarding web-related requests and questions; participates in District committees related to the District Web site issues and performs related duties as assigned by the Manager, Campus Data & Telecommunications and the Director, Communication & Marketing.
12. Acts as a lead worker to other classified staff; trains short-term, non-continuing and student employees.

EMPLOYMENT STANDARDS

ABILITY TO:

Coordinate projects and multitask efficiently; write and proofread effectively; work with staff across all organizational levels; help achieve multi-tiered communication and marketing tasks; work well under pressure to meet varied deadlines; communicate effectively in English; follow and give oral and written directions; demonstrate sensitivity to, and respect for, a diverse population; utilize discretion and incorporate a professional approach to confidential and other issues particularly characteristic of a busy Information Technology and/or Public Relations office.

KNOWLEDGE OF:

Organizational communication, branding, and integrated marketing tactics; web accessibility laws and standards as they apply to District sites to implement required accessibility features and use of latest methods for progressive enhancement and responsive/adaptive design; computer graphics packages, such as Dreamweaver, Photoshop, Adobe Illustrator, SharePoint; a working knowledge of various web development languages and technologies; content management systems, such as Drupal or SharePoint; mastery of HTML/CSS, markup language to create web pages; working knowledge of PHP and MySQL scripting; an advanced knowledge of the most current HTML extensions; knowledge of a variety of operating systems.

MINIMUM QUALIFICATIONS:

Candidates/incumbents must meet the minimum qualifications as detailed below, or file for equivalency. Equivalency decisions are made on the basis of a combination of education and experience that would likely provide the required knowledge and abilities. If requesting consideration on the basis of equivalency, an Equivalency Application is required at the time of interest in a position (equivalency decisions are made by Human Resources, in coordination with the department where the vacancy exists, if needed.)

EMPLOYMENT STANDARDS – Continued

Education:

Associate's degree with coursework in Web Design, Computer Studies, Management Information Systems, or related field and a web site development or related certificate.

Experience:

Direct and increasingly responsible experience in web site design and development. Strong web project coordination experience developing multiple sites simultaneously while working on high paced team with diverse clients; demonstrated experience solving issues of browser/device compatibility to create web pages that can be used on any type of server and viewed with any browser/device.

SPECIAL REQUIREMENTS:

Must be able to demonstrate freedom from color blindness.