



TITLE	CLASSIFICATION	SALARY GRADE
WEB DEVELOPER	CLASSIFIED	GRADE: S
BOARD POLICY REFERENCE: New Classification		DATE: 09/09/14

JOB DESCRIPTION:

Under general supervision, leads the design and development of the College's website; collaborates with Public Relations to develop a vision for the college web presence; sets website objectives and strategies, and coordinates strategies within a framework of established District and College policies and procedures; provides best practices support, training, guidance, and service to web authors at the College; works collaboratively with Public Relations to establish and maintain web design and development standards with respect to marketing the SRJC brand.

SCOPE:

The Web Developer has knowledge of all phases of web design, analysis, coding/development, and documenting. Ensures that the college web vision (mission), objectives, and strategies meet student, faculty, staff, administration, and the general public needs with respect to information accuracy, currency, timeliness, design, usability, and functionality.

DISTINGUISHING CHARACTERISTICS:

The Web Developer is distinguished from the Web Design Specialist by the scope and technical knowledge of web design, development, and web programming. The Web Developer also has a leadership role, and is responsible for the management of projects required to maintain and advance the District web presence.

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. In coordination with Public Relations, develops and maintains District web standards, style guidelines, web design parameters and other visual standards to create a vision and objectives for the overall SRJC web presence. Leads the implementation of the overall design, development, and programming strategy for the District website.
2. Ensures that site pages adhere to current usability and design standards (Federal, State, and District); serves as the primary IT contact for web-related issues regarding Family Educational Rights and Privacy Act (FERPA). Ensures that applicable standards such as HTML validity and minimal page/graphics loading times are met, and that page structure and content are designed to maximize Search Engine Optimization (SEO).
3. Researches, makes recommendations and implements the content management system (CMS) for the District; trains staff on how to create and edit content, and provides oversight on the layout of District web pages. Provides and/or creates themes to be used by contributing content editors. Works with page content editors and administrators of department sites to ensure that pages are consistent in style, tone and quality. Assigns and maintains the roles and permissions for content editors and administrators.
4. Maintains and oversees the website code, and creation and maintenance of CMS themes and theme archive. Provides project and task coordination among editors and administrators in web development.

KEY DUTIES AND RESPONSIBILITIES – Continued

5. Works with Information Technology staff to establish, maintain, and monitor virtual and/or dedicated hosting environments, obtains domain names and Secure Socket Layer (SSL) certificates, performs disaster recovery functions, ensures user accessibility to the site, monitors site traffic to scale capacity to meet traffic demands, connects to local area networks and the Internet, sets up & maintains server hardware & software, and maintains Domain Name Server (DNS) & user states. Promotes file-naming standards and consistency so published files can be migrated to multiple platforms.
6. Makes recommendations related to software, tools and hardware for the District web presence. Promotes the proper use of all markup and scripting languages used. Provides web-related technical support as necessary. Creates, develops, and/or uses server-side and client-side scripts or programs to accept, store and manipulate data from web forms and databases and/or enhances interactivity or functionality.
7. Runs routine software and browser tests, in addition to the testing performed by System Administrators and Network Technicians. Troubleshoots problems and provides routine maintenance of the Content Management System and web pages. Provides the appropriate reports; maintains and publishes web statistics as necessary.
8. Provides recommendations for budget preparation and administration; monitors and controls expenditures.

EMPLOYMENT STANDARDS

ABILITY TO:

Analyze, design, and develop web pages using various markup and scripting languages; maintain current knowledge of emerging Web technology trends and developments; assist users in the proper use of web themes and Content Management System (CMS); perform complex technical tasks accurately and within defined deadlines; communicate effectively in English; follow and give oral and written directions; prepare written reports; plan and present trainings and/or give presentations to individuals and groups; manage projects from inception to successful implementation; maintain effective cooperative working relationships. Demonstrate sensitivity to, and respect for, a diverse population.

KNOWLEDGE OF:

Principles, practices, and technologies relating to computer systems, mobile devices, current operating systems, server operations, networks, internet operations, web programming, Database design and theory, web design and web authoring software tools and multimedia development tools. Content Management Systems (CMS), and computer graphic software applications and utilities. Current project management and content management system methodology.

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.)

Education:

A Bachelor's degree in Computer Science, Math, Engineering, Business, or other related field, including coursework in web and database design/development/programming.

Experience:

Increasingly responsible experience in project coordination of multiple web sites. Some experience solving browser/device compatibility issues.

SPECIAL REQUIREMENTS:

Position requires prolonged video display terminal viewing, keyboarding and extended sitting.