SANTA ROSA JUNIOR COLLEGE

TITLE: Web Design Specialist

CLASSIFICATION: Classified

SALARY GRADE: C11

SCOPE OF POSITION:

Under general supervision, coordinates web design, and maintenance of the District website for currency and cohesion. Serves as a point of contact for creating and maintaining webpages and best practices. Ensures the alignment, overall functionality, and presentation of District websites. Assists with planning, developing, and designing pages, ensuring compliance and adherence to District web guidelines. Works collaboratively with Marketing and Communications to ensure correct editorial, graphic, identity, and web standards. Provides solutions to implementation and functionality issues.

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. Serves as a point of contact for District for web design issues. Troubleshoots and resolves issues.

2. Assists with planning, developing, designing, and preparing District webpages using various applications. Assists users with website edits, changes, updates, and designs.

3. Serves as a resource to ensure that web-based privacy, accessibility, legal requirements such as the Family Educational Rights and Privacy Act (FERPA), and other standards are met.

4. Assists employees with graphics, videos, and textual development.

5. Works to incorporate web standards into the District websites and makes recommendations to the approach and strategy for web development projects. Monitors progress and provides feedback on site construction and presentation.

6. Collaborates with and trains employees on web design and standards, web development applications, and content management systems needed to update and maintain District websites. Works with various departments, programs, services, and committees regarding the design of specialized websites and the application of identity standards and functionality requirements.

7. Serves as the liaison between the Marketing and Communications department and college groups regarding web-related requests and questions.

8. Trains short-term, non-continuing (STNC) and student employees.

KNOWLEDGE OF:

1. Organizational communication, branding, and integrated marketing tactics.

2. Web accessibility laws and standards, required accessibility features, and latest methods for progressive enhancement and responsive/adaptive design.

3. Computer graphics packages and programs, such as Dreamweaver, Photoshop, Adobe Illustrator, and SharePoint.

4. Various web development languages and technologies.

TITLE: Web Design Specialist

KNOWLEDGE OF – Continued

5. Content management systems, such as Drupal or SharePoint.
6. Computer markup, scripting language and source code management.
7. Various operating systems.
8. Relevant local, state, and federal rules and regulations, programs, policies and procedures.
9. Applicable technology usage, including standard office productivity software and other appropriate technology.

ABILITY TO:

1. Analyze, design, and develop web pages using various markup and scripting languages.
2. Maintain current knowledge of emerging web technology trends and developments.
3. Help achieve multi-tiered communication and marketing tasks.
4. Collaborate productively and cooperatively with individuals and groups both internally and/or externally.
5. Communicate effectively, both orally and in writing.
6. Exercise appropriate judgement in interactions with others and with work processes.
7. Interact with the public in a helpful, courteous, and friendly manner.
8. Demonstrated sensitivity to, and respect for, a diverse population.

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 the supervising administrators, in coordination with the department where the vacancy exists, if needed.)

EDUCATION:

Associate degree in web design, computer studies, management information systems, or a closely related field of study.

EXPERIENCE:

2+ years of experience in website design and development.

SANTA ROSA JUNIOR COLLEGE COMMITMENT:

All classifications require a commitment to the District's Vision, Mission, Values, Goals and Objectives as articulated in the Strategic Plan.