SANTA ROSA JUNIOR COLLEGE

TITLE: Web Developer

CLASSIFICATION: Classified

SALARY GRADE: C15

SCOPE OF POSITION:

Under general direction, oversees and leads the design and development of the District website. Collaborates with stakeholders, including Marketing and Communications and Student Services, to develop a vision for the college web presence. Sets website objectives, strategies, and standards. Provides best practices support, training, guidance, and service to web administrators and users. Works with staff to create and update functionality on District websites.

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. Oversees website and web presence by designing and updating the home page and secondary pages. Maintains currency of trends in web design/development and implements new functionality/features.

2. Collaborates with the web workgroup on content for the main domain, sets goals and other performance metrics for the website, and researches third-party tools for website effectiveness.

3. Tracks website content on sub-domains to ensure current information.

4. Provides group and one-on-one training on the use of the site's content management system and quality/accessibility tracking software tools. Provides training on the creation of online forms.

5. Collaborates with staff to redesign and integrate functionality between the portals and the website, assists with design mockups, creating and providing Hypertext Markup Language (HTML) and Cascading Style Sheets (CSS) codes, and procuring external assistance.

6. Tracks budgets and subscriptions for contract web development work, hosting service, and third-party software for the website. Makes recommendations for software and works directly with vendors on technical support issues.

7. Monitors site for down time, malicious attacks, and other security breaches.

8. Ensures District websites are compliant with privacy, accessibility, legal requirements such as the Family Educational Rights and Privacy Act (FERPA), and other standards. Ensures that language related to compliance is prominently displayed according to guidelines on the website.

9. Advises constituent groups on the acquisition of new web-based technologies to enhance their work. Advises on the compliance of software with accessibility standards.

10. Maintains and updates the website graphic standards, making aesthetic decisions to ensure current and consistent branding.

11. Tracks analytics on the website, keeps abreast of best practices in search engine optimization, and maintains awareness of how to best reach target audience.

TITLE: Web Developer

KNOWLEDGE OF:

1. Principles, practices, and technologies relating to computer systems, mobile devices, current operating systems, web design and web authoring software tools, and multimedia development tools.

2. Computer markup, scripting language, and source code management.

3. Project and content management systems and methodology,

4. Computer graphic software applications and utilities.

5. Technical knowledge of basic web accessibility tools and document remediation.

6. Relevant local, state, and federal rules and regulations, programs, policies and procedures.

7. Applicable technology usage, including standard office productivity software and other appropriate technology classification.

ABILITY TO:

1. Analyze, design, and develop webpages using various markup and scripting languages.

2. Maintain current knowledge of emerging web technology trends and developments.

3. Assist users in the proper use of web themes and content management system (CMS).

4. Prepare reports, plan and present trainings and presentations.

5. Manage projects from inception to implementation.

6. Collaborate productively and cooperatively with individuals and groups both internally and/or externally.

7. Communicate effectively, both orally and in writing.

8. Exercise appropriate judgement in interactions with others and with work processes.

9. Interact with the public in a helpful, courteous, and professional manner.

10. Demonstrate 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:

Bachelor's degree in computer science or a closely related field of study required.

EXPERIENCE:

3+ years of experience in website design and website management, including both the front end and back end of a multisite website environment.

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](#).