

WEB DEVELOPER

DEFINITION:

Under general supervision, to install, configure and maintain web-based applications and utilities; to provide support to campus web content managers; to perform evaluation and testing of web applications; and to perform related duties as assigned.

DISTINGUISHING CHARACTERISTICS:

This classification is distinguished from other information technology related classifications by its focus on managing and maintaining the college's web site capabilities.

ESSENTIAL DUTIES: The following duties are typical of those performed by employees in this job title; however, employees may perform other related duties, and not all duties listed are necessarily performed by each employee in the job title.

- Develops and manages the college web site, supporting content area managers in areas including marketing, advertising, communications, student recruitment, client services, course-based curriculum, distance education, student services and other areas;
- Performs installation, upgrade and repair of web applications;
- Troubleshoot web site problems and recommend solutions or execute fixes;
- Monitors and fine tunes web performance;
- Manages links and cross promotions with other web sites, ensuring that links are up to date;
- Updates information in web pages and databases so that content is kept current; checks bugs and problems, and diagnoses and fixes them;
- Ensure that all webmaster mail receives timely responses;
- Trains identified content owners in the use of web conversion tools, and conversion of documents to HTML;
- Confers with hardware and software vendors to obtain information, resolve problems, and arrange and conduct demonstrations and evaluations;
- Maintains records and prepares correspondence;
- Maintains up-to-date knowledge of technical issues and advances in web design and management.

MINIMUM QUALIFICATIONS:

Knowledge of:

Principles and practices of information technology including hardware and peripheral electronic devices, telecommunications, and terminology.

PC and MacIntosh desktop environments and operating systems, cross platform and cross-browser compatibility; commercial software packages, operating systems, and distance education software including but not limited to various versions of HP-UX, Linux, Windows, Microsoft Office, Internet Explorer, Netscape, Acrobat, MacOffice, WebCT, and

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Blackboard Canvas.

Practices and procedures for producing an effective website visual image such as fonts, formatting, icons, images, layout, modularization, template and image archives.

Practices and procedures for high speed and quality image delivery including compression, resolution, size, color mapping and depth.

Programming languages including HTML, PHP, PERl, Sql, and common scripts such as message boards and banner ads.

Operation of multiple types of servers including e-mail, web, network monitoring, disaster recovery, and database servers.

Multi-media applications including streaming audio/video.

Regulations and technology related to website accessibility, especially in alternative browsers.

English grammar, spelling and punctuation.

Skill in:

Working independently in an environment with multiple demands and frequent interruptions, while meeting schedules and timelines; working sensitively with diverse academic, socio-economic, cultural, disability and ethnic backgrounds.

Developing, maintaining, troubleshooting and repairing websites including hardware, operating systems and software.

Developing and providing effective training and assistance to web content managers.

Programming in HTML, PHP, Perl, Sql and other languages and scripts.

Other Requirements:

Must possess a valid California driver's license and have a satisfactory driving record; must be available to work variable schedules as required in support of technical projects and procedures.

ILLUSTRATIVE EDUCATION AND EXPERIENCE: A typical way to obtain the above knowledge and skill is a combination of education and experience equivalent to:

Two years of college, trade school or training program coursework in computer science, information systems, or a related field, and two years of increasingly responsible technical experience designing, implementing and maintaining web sites.

PHYSICAL CHARACTERISTICS: The physical abilities involved in the performance of essential duties are:

Vision to read printed material and computer screens; speech and hearing to communicate in person and by telephone; mobility and dexterity to work in a standard office and equipment repair facility and use standard office equipment and computers. This work is performed primarily in an office setting but includes travel between college locations.