Classification Title: Web Coordinator

Department:	Academic Technology Resources Center	**EEO6 Code:**	3
Employee Group:	Classified	**Salary Grade:**	40
Supervision Received From:	Manager, Academic Technology	**Date of Origin:**	6/2015
Supervision Given:	General Supervision	**Last Revision:**	6/2015

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed by individual positions.

JOB SUMMARY.

Designs, develops, and maintains District websites; ensures sites function properly and are available to users; performs a variety of technical multimedia development, graphics design, and web development duties relative to assigned area of responsibility.

DISTINGUISHING CHARACTERISTICS.

The Web Coordinator is distinguished from other classifications assigned to the Academic Technology Resources Center; the Web Analyst classification; and the Web Development Specialist classification by its responsibility for the development, design, and maintenance of District websites.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS.

Essential Functions: Essential responsibilities and duties may include, but are not limited to, the following:

1. Designs, develops, and maintains the District's and faculty websites and web pages, ensuring compliance with Americans with Disabilities Act requirements.

2. Advises faculty and staff on the design of online and web-enabled instructional materials to enhance the interaction between students and materials and ease of accessibility; trains faculty and staff on web design, authoring, and management concepts, methods, and tools.

3. Collaborates with the Communications/Marketing Department to develop a vision for the District's web presence; with direction from the Director, Communications, Marketing and Public Affairs, develops the design and content of the Palomar College homepage and subsidiary institutional pages.

4. Provides support for and maintains District websites; sets access permissions for and adds users to websites; administers weekly updates and changes to the District homepage.

5. Maintains web design and development standards based on the College's graphics standard guidelines; selects style and size of type; arranges layout based on available space and aesthetic design principles in collaboration with the Communications/Marketing Department.

6. In collaboration with the Communications/Marketing Department, develops and maintains a library of graphics and templates for College web page users.

7. Publishes web content across platforms; maintains cross-platform and cross-browser compatibility to allow website access from various environments.

8. Conducts routine audits of District websites to ensure consistency of presentation, optimal functionality, and proper operation of interactive components and features.

9. Provides recommendations to District administration on policies and procedures to ensure technology compatibility and better service for District users; identifies potential areas requiring change to existing policies and procedures or the development of new policies and procedures.

10. Creates computer animation for the District's main website, including animated GIFs, streaming media, Fireworks and Flash clips; provides programming for the web using Flash, JavaScript, PHP and other web scripting and dynamic HTML technologies.

11. Assists with and conducts web application training workshops for District employees.

12. Keeps abreast of industry trends and applicable technology.

13. Maintains and updates a variety of records and files relevant to assigned area of responsibility.

Marginal Functions:

1. Performs related duties and responsibilities as required.

QUALIFICATIONS.

Experience and Education/Training Guidelines: Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience: Three years of increasingly responsible experience in the designing and updating of professional websites.

Education/Training: Equivalent to a bachelor's degree from an accredited college or university with major coursework in web design, graphic design, visual communications, computer science, information systems, or a related field.

Knowledge of:

1. Principles, methods and techniques of website architecture and design.
2. Principles and practices of standard web programming, scripting, and graphics markup software and languages.
3. Website usability concepts, including navigational aids, knowledge management, and information rendering.
4. Principles and practices of network security and security protocols.
5. Principles and practices of graphic design and production.
6. Systems design principles and applications development methodologies and tools.
7. Methods and techniques for troubleshooting website, hardware, and software problems.
8. Programming theory and operating systems capabilities and constraints applicable to a technology environment.
9. Modern office procedures, methods, and equipment, including computers and applicable software programs used in web design.
10. Network communication protocols.
11. Current and emerging Internet technologies and associated products, tools and equipment.
12. Methods and techniques for training others in complex, technical subject matter.
13. Principles and practices of sound business communications in a college environment.
14. Pertinent federal, state and local codes, laws and regulations, including processes and terminology relevant to assigned area of responsibility.

15. Public and community relations principles, including the use of tact, patience, and courtesy.
16. Correct English usage, including spelling, grammar, and punctuation.

Skill in:

1. Designing, maintaining, and revising complex websites and web pages utilizing organizational web standards and protocols and aesthetic design principles.
2. Utilizing standard web programming, scripting, and graphics markup software and languages.
3. Examining and analyzing site traffic.
4. Regulating and managing access rights of multiple website users.
5. Planning and completing projects efficiently and in accordance with District quality standards and timelines.
6. Working effectively either independently or as part of a team.
7. Operating office equipment including computers and software programs applicable to assigned area of responsibility.
8. Keeping technical skills current and relevant with technologies utilized in assigned area of responsibility.
9. Planning and conducting effective user trainings.
10. Applying pertinent federal, state and local codes, laws and regulations.
11. Communicating clearly and concisely, both orally and in writing.
12. Establishing and maintaining effective working relationships with those contacted in the course of work.
13. Maintaining sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students, faculty, and staff.

WORKING CONDITIONS.

Environmental Conditions: Office environment; exposure to computer screens, noise and electrical energy; extensive contact with faculty, staff, students, and the public.

Physical Conditions: Essential and marginal functions require maintaining physical condition necessary for walking, standing and sitting for extended periods of time; extended use of a computer keyboard; and near visual acuity for viewing computer screens.

TERMS OF EMPLOYMENT.

The duration of any fully restricted funded position in this classification is dependent upon the continuation of funding.