



Job Description

JOB TITLE: WEB DEVELOPER & DESIGNER
PAY GRADE: CL 24
LAST REVISED: FEBRUARY 2018

*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 within the job. Additional or different duties from the ones set forth below may be required to address changing business needs/practices.*

SUMMARY DESCRIPTION

Web architect for the user experience for District's website. Plans, develops, and executes website structure, navigation and design through the use of programming and coding. Creates new webpage templates and pages and maintains and updates technical back-end of existing web pages using the District's enterprise Content Management System. Routinely evaluates and analyzes user behavior and website usage to identify evolving user needs and respond accordingly.

REPRESENTATIVE DUTIES - *The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.*

1. Coordinates web design studies that address user behavior, needs, preferences, objectives and attitudes. Collaborates with the Research and Planning Office to use a wide variety of qualitative and quantitative methods, such as surveys and focus groups, to evaluate user web experiences and execute changes as necessary.
2. Plans information architecture by studying the site concept, strategy, and target audience; creates user scenarios; designs information structure, workflow and dataflow, and navigation.
3. Organizes information by translating user behavior; crafting interactive experiences; producing workflow diagrams, user scenarios, flowcharts, and storyboards; preparing navigation rules, organization of information, and site maps.
4. Executes interactive design and visual design as a part of a multi-disciplinary team.
5. Monitors and analyzes web, advertising, user statistics and reports using tracking programs.
6. Develops and implements standards for design, navigation, usability, consistency, tone and look and feel of web pages, applications, and mobile interfaces.
7. Designs web/interactive sites, applications, and mobile interfaces with usability in mind.
8. Executes all visual design development stages for web from concept to launch.
9. Creates wireframes, mockups, user flows, process flows and site maps to effectively communicate interaction and design ideas.
10. Collaborates with the District's IIT Department to coordinate web servers.
11. Coordinates with departments to design and update websites that address both user and departmental needs.

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12. Creates web pages to maintain an appealing flow and uniformity with regard to college branding, visual image, fonts, photos and layout; maintains clean and valid HTML, CSS, and Javascript. Create templates and page archives. Works within the Content Management System to maintain the website.
13. Uses jQuery/Javascript and HTML/CSS for back-end web development. Writes code to meet federal and state usability and accessibility regulations (Section 508).
14. Uses jQuery/Javascript to for responsive web development for media queries and device detection.
15. Creates, edits, and maintains PHP and Velocity code for templates and modules for web.
16. Coordinates with the Web Master and Graphics Specialist to design and maintain branding and identity for the District.
17. Designs raster and vector ready graphics for a variety of media and sizes.
18. Updates and monitors designs on websites, portal, apps, and social media.
19. Establishes and promotes web design guidelines, best practices and standards.
20. Recommends purchase of services, materials, and equipment needed for use with web projects.
21. Maintains up-to-date and accurate files of project costs and time.
22. May train and provide guidance to student and temporary workers.
23. Performs other duties as assigned that support the overall objective of the position.

QUALIFICATIONS - *The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.*

Knowledge of:

- Advanced HTML, CSS and XML presentation coding languages
- Advanced PHP, jQuery/Javascript, AJAX and SASS scripting languages
- Apache Velocity
- Front-end frameworks such as Bootstrap and Foundation
- Terminal/SSH/Command Line to connect to servers
- UNIX commands to copy/create/edit files, folders and permissions
- FTP/SFTP to connect to servers

- Web and layout design concepts and principles.
- Typography concepts and techniques.
- Computer-aided applications for design, word processing, and internet navigation
- Grammar and sentence structure

Abilities and Attributes:

- Self-starter with the ability to work both independently, and as a member of a committee or workgroup.
- Excellent attention to detail.
- Ability to manage deadlines against calendars with the ability to look forward to future deliverables.
- Ability to evaluate users' experiences of website using data, evaluation tools, usage reports, interviews and observation of behavior.
- Type/keyboard accurately at a level sufficient to maintain production.
- Oversee student and/or other temporary help.
- Operate general office equipment; operate and setup exhibit displays and furnishings, and give

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- presentations to small groups.
- Ability to learn new technology, and adept in teaching others to use technological platforms.
 - Ability to adapt to rapidly changing processes and procedures, especially those involving the use of technology.
 - Establish and maintain effective working relationships with internal and external clients

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

Education/Training:

Two years of college with major course work in web technology, web design and development, and/or a related field.

Experience:

Two years of increasingly responsible experience supporting web site technology and/or design and development.

License or Certificate:

May require a valid driver's license.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT - *The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.*

Environment: Work is performed primarily in a standard office setting.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally walk, stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

Vision: See normal visual range with or without correction; vision sufficient to read computer screens.

Hearing: Hear in the normal audio range with or without correction.