

JOB TITLE: FRONT-END WEB DEVELOPER & DESIGNER
PAY GRADE: CL 24
LAST REVISED: JANUARY 2023

*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.

Sierra College has a strong commitment to the achievement of equity and inclusion among its faculty, staff and students and values the rich diverse backgrounds that make up the campus community. The Front-End Web Developer & Designer must demonstrate a profound understanding of and experience with successfully supporting individuals with varying backgrounds. This includes persons with disabilities, various gender identities, various sexual orientations, as well as individuals from historically underrepresented communities and other groups to ensure the District provides an inclusive educational and employment environment focused on strategies for success and equitable outcomes for all.

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. Responsible for both back-end and front-end development including the implementation of WordPress themes and plugins as well as site integration and security updates.
2. Executes interactive design and visual design as a part of a multi-disciplinary team.
3. Develops and implements standards for design, navigation, usability, consistency, tone and look and feel of web pages, applications, and mobile interfaces.
4. Researches, develops, and implements WordPress themes and plugins with necessary accessibility and mobile responsiveness requirements. Creates wireframes, mockups, user flows, process flows and/or site maps to effectively communicate interaction and design ideas using digital tools (i.e. Figma)..
5. Collaborates with the District's Information Technology Services (ITS) Department.
6. Meets with internal clients to discuss website design and function.
7. Creates components and templates for 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.
8. Writes code to meet federal and state usability and accessibility regulations (Section 508).

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9. Creates, edits, and maintains PHP and Velocity code for templates and modules for web.
10. Establishes and promotes web design guidelines, best practices and standards.
11. Recommends purchase of software, materials, and equipment needed for web, marketing, and organizational needs
12. May train and provide guidance to student and temporary workers.
13. 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 knowledge of WordPress and hosting solutions such as Pantheon
- PHP, jQuery/Javascript, AJAX and SaaS scripting languages
- Apache Velocity
- Front-end frameworks such as Bootstrap
- Web and layout design concepts and principles.
- Computer-aided applications for design Methods to successfully support individuals with varying backgrounds, which includes persons with disabilities, various gender identities and sexual orientations, individuals from historically underrepresented communities and other groups.

Abilities and Attributes:

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- Excellent communication skills, both orally and in writing.
- Interpersonal skills.
- Self-starter with the ability to work independently, with department or as a member of a committee or workgroup.
- Apply an equity-minded framework and ensure programs, services and processes are designed and delivered to meet the varying needs of all constituents.
- Interact and work effectively with a diverse population utilizing exceptional interpersonal and intercultural skills.
- Exercise 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.
- 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:*



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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.

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.*

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. *

*Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.