

Position: Webmaster	Salary Grade: 22
Department: Instruction	FLSA: Non-exempt

Summary

Provides specialized design, development, promotion, training, and support of the College's web site content and access. Continually updates content, re-evaluates presentation effectiveness, and access to ensure optimum performance.

Essential Duties and Responsibilities

- Provides overall coordination, guidance and direction for the College's web sites and web pages for administration, student services, instruction, and on-line courses. Researches, recommends, and implements policies for use of web site and internet resources.
- Interviews administrators, faculty, and department staff to help them clarify goals for establishing a web site or web page. Educates staff about the similarities and differences between internet communication and other forms of outreach, communications, and public relations efforts.
- Coordinates, creates, maintains and updates web sites. Authors web pages and assures consistent quality and appearance with guidelines established by the College by using consistent fonts, formats, icons, images, layouts, and modularization. Ensures easy navigation for disabled students in compliance with Federal ADA requirements.
- Creates and names web sites for special purposes such as, but not limited to, on-line course offerings, College departments, and student services.
- Provides advice and guidance on the proper use of internet to assure a consistent 'look and feel' to web site users. Creates and maintains internet templates and image archives.
- Troubleshoots problems with web pages and applications that run in conjunction with web pages. Performs routine software tests to verify that applications are operational.
- Provides technical support, training, and other services to employees and students for web-based applications and courses.
- Writes, edits, and formats web page copy to effectively present messages. Develops visual enhancements if desired. Updates and expands information on web site to ensure up-to-date content and attract repeat users.
- Maintains control over web site access, CGI scripts, and assigned accounts. Maintains the site map structure. Installs and maintains web-related programs and applications such as, but not limited to web authoring tools.
- Creates, modifies, and deletes e-mail accounts for faculty, staff, and students in the on-line courses program.

- Provides technical support, one-on-one and small group training, and service to employees and students for web-based applications and courses.
- Designs or coordinates design of digitized images, Java banners, bullets, charts, image maps and other graphics to enhance appearance of site.
- Meets on a regular basis with various departments to evaluate and modify web sites as it seems appropriate.
- Compiles and maintains a “help” resource for web users by listing and answering frequently asked questions.
- Maintains up-to-date knowledge of trends in web site design and programs.
- Performs other duties as assigned that support the overall objective of the position.

Qualifications

▪ **Knowledge and Skills**

The position requires specialized technical knowledge of web site and web page design. Requires in-depth knowledge of web construction and authoring tools such as Web site design and implementation, including web-based instructional design. Requires in-depth knowledge of software browsers such as, but limited to, Microsoft Internet Explorer. Requires working knowledge of and skills in using programming and scripting languages used to assemble and maintain web sites, such as Practical Extraction and Reporting Language (Perl), Java, HyperText Markup Language (HTML), Active Server Pages (ASP), Common Gateway Interface (CGI), Dynamic HTML, Extensible Markup Language (XML), Java Script, Visual BASIC, and VB Script. Requires knowledge of internet protocols, e.g., Transmission Control Protocol/Internet Protocol (TCP/IP). Requires a basic knowledge of web server administration, file system maintenance techniques, and indexing and file conversion techniques. Requires knowledge of the principles and processes for web-based on-line courses. Requires well-developed skills in copy editing, proper American English language composition, usage, grammar, syntax, vocabulary, spelling and punctuation. The position requires sufficient verbal skills to deal with questions about the web sites, consult with users and conduct training.

▪ **Abilities**

Must be able to perform all of the relevant duties of the position with only general oversight. Must be able to operate a variety of computer terminals, printers, and peripheral equipment. Requires a willingness to update skills on a regular basis to keep abreast of rapidly changing technology. Requires the ability to analyze precedented, yet highly technical problems and to develop and apply appropriate solutions. Requires the ability to perform a full range of web page creation, updating, and maintenance duties using software programs for writing, editing, and compiling scripts. Requires the ability to analyze data and develop logical solutions. Requires the ability to discuss technical information with users, discern their needs and develop programs, systems, screens, etc., which meet those needs. Requires the ability to administer e-mail accounts. Must be able

to communicate technical and complex information to 'non-technical' users. Requires the ability to provide training to on-line users in use and maintenance of web pages. Must be able to read, understand and apply information from technical manuals. Must be able to prioritize work in order to meet deadlines and maintain schedules. May require the ability to perform work assignments at all College locations.

- **Physical Abilities**

Position involves light to medium walking, standing, stooping carrying and lifting of light weight materials (under 25 pounds). Requires visual acuity to read numbers, letters, and images; depth perception; hand and finger dexterity to use a keyboard at an advanced rate, and hand-eye coordination. Requires speaking and hearing ability sufficient to hear over phone and carry on routine conversations.

- **Education and Experience**

Position requires a combination of education and experience equivalent to an AA degree in a computer science discipline plus six years of experience in web design and programming using JAVA, HTML, and ASP; or a BS degree plus two years experience.

- **Licenses and Certificates**

May require a valid driver's license.

- **Working Conditions**

Work is performed indoors where minimal safety considerations exist.

This job/class description, describes the general nature of the work performed, representative duties as well as the typical qualifications needed for acceptable performance. It is not intended to be a complete list of all responsibilities, duties, work steps, and skills required of the job.

Board approved: 07/10/2003