Barstow Community College	Position Description
Position: Web Design Specialist	Salary Grade: 25

Department: Public Information Office	FLSA: Non-Exempt

SUMMARY:

Under the direction of the Director, Public Relations, Communications, & Marketing, this position will develop and disseminate public information materials to build a positive awareness of Barstow Community College services, programs, offices, departments, and positions. This position is responsible for maintaining the public website, directing, editing, producing and designing graphics using various methods of visual display for enrollment campaigns as directed by the Director, Public Relations, Communications, & Marketing.

REPRESENTATIVE DUTIES:

- Update web page design and edit web pages utilizing assigned development languages and software programs; type or insert digital text or content; proofread and edit page content including page design layout; incorporate tables, charts, images and other graphics.

- Provide for proper management of the web site including importing and exporting files, file management, task management and hyperlink management.

- Provide Consultation, training and ongoing support to various departments in planning digital assets for the website, and presentation graphics.

- Designs and develops digital assets for interactive media projects, web page layouts and page elements.

  - Provide technical assistance in the maintenance of web pages for various departments assigned by supervisor; assist with organizing and coordinating the compilation of data.

  - Participate in the development of strategies for user experiences; make recommendations to enhance learning and/or user engagement

- Create, design, layout, edit, and produce visual concepts and original layout for a variety of digital and printed materials such as flyers, pamphlets, brochures, posters, logos, and web graphics using industry-standard graphic design software; create and design materials from concept to completion of enrollment college publicity marketing materials based on information received from the Director of Public Relations, Communications and Marketing.

- Using digital media (photo, graphics) to communicate and document the work of the community to diverse audiences.

- Build custom forms and website pages from conception to completion/implementation.

- Assist in the development or a centrally designed strategy of search optimization and marketing;

enter data into search engines to advertise the college website; design and coordinate website optimization efforts and implement tracking methodology; develop and maintain website and page titles and tags; monitor and collect customer/user experience data and provide analysis of the data collected and report site statistics.

- Manage a variety of records and files including confidential account access information, main web and sub-website information, website map, web page management, task management files and other website related files; keep all files and their backups organized and documented.

- Enter data and maintain information on the website to facilitate open access to public records.

- Conduct research regarding the location of various sites that the college is listed on-line; assure college website pages are updated and remain current.

- Address website accessibility issues for disabled persons; maintain current knowledge of Americans with Disabilities Act (ADA) and State and Federal Education Code standards; and assure compliance.

- Evaluate various computer software to maintain or improve the website; make recommendations as appropriate; download and install software according to established IT policies and procedures; maintain up-to-date knowledge of trends in website design and programs.

- Identify unmet campus-wide needs by suggesting content improvements and contributing to strategic solutions.

- Work with internal teams exploring ways to improve conversion rate, user experience, and site optimization for online website content.

- Participate in the development and review of website standards; and resolve concerns related to the website.

- May provide work guidance and instructions to staff and professional experts assisting in multimedia projects.

- Perform additional duties as assigned relative to the current classification.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE:
- Page layout and design of web pages.
- Latest generation design and development software including Adobe Creative Suite, Connect, PowerPoint
- Techniques and methods used in web, and multimedia design and production
- Principles, theories, and techniques of artistic design

- Principles and practices of user interface design
- Demonstrable expertise using various current website development programing languages, software and applications (examples include but are not limited to: HTML, PHP, JAVA, CSS, C++, AND Adobe Creative Suite/Cloud).
- Training method techniques.
- Record-keeping techniques.
- Correct English usage, spelling, punctuation, grammar and vocabulary.
- Interpersonal skills including tact, patience and courtesy.

ABILITY TO:
- Design, develop, edit and maintain the content of college websites.
- Provide assistance and technical support to faculty, staff and students in association with the college website.
- Use various programming languages and software programs in the design, development, editing, and maintenance of the websites.
- Operate various hardware equipment including scanners, digital camera, printers and others.
- Work with server software.
- Train users effectively.
- Prepare and maintain records and files.
- Work independently with little direction.
- Prioritize and schedule work.
- Establish and maintain cooperative and effective working relationships with others.
- Communicate effectively both orally and in writing.

EDUCATION AND EXPERIENCE:
Requires a Bachelor's Degree in computer science, information technology, website design, or related field and two years of related experience, or an Associates Degree in computer science, information technology, website design, or related field and four years of related experience. Related and applicable certifications may be considered in lieu of up to two years of experience.

WORKING CONDITIONS:
ENVIRONMENT:
Office environment.

PHYSICAL DEMANDS:
Incorporated within one or more of the previously mentioned essential functions of this job description are essential physical requirements. The chart below indicates the percentage of time spent on each of the following essential physical requirements.

1. Seldom = Less than 25 percent
2. Occasional = 25-50 percent
3. Often = 51-75 percent
4. Very Frequent = 76 percent and above

| 4 | a. | Ability to work at a desk, conference table or in meetings of various configurations. |
| 1 | b. | Ability to stand for extended periods of time. |

  4   c.   Ability to sit for extended periods of time.

  4   d.   Ability to see for purposes of reading printed matter.

  4   e.   Ability to hear and understand speech at normal levels.

  4   f.   Ability to communicate so others will be able to clearly understand a normal conversation.

  1   g.   Ability to bend and twist.

  1   h.   Ability to lift 10 lbs.

  1   i.   Ability to carry 10 lbs.

  4   j.   Ability to operate office equipment.

  1   k.   Ability to reach in all directions.

This job description is intended to describe the general nature and level of work being performed. It is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of individuals so classified.