San Jose · Evergreen Community College District
Classified Job Description

Position: College Web Services Specialist   **Department:** Academic Affairs

Location: Evergreen Valley College   **Date:** 7/1/17

POSITION PURPOSE

Under the direction of assigned administrator, provides specialized design, development, and support for the College web site content and access. Continually updates content, re-evaluates presentation effectiveness, and monitors access/performance to ensure optimum conditions. Provides specialized support to on-line instruction and student services.

KEY DUTIES AND RESPONSIBILITIES:

1. Provide support to faculty, staff and students on internet communication technologies and course management systems including email and phone support.

2. Assist in the design of electronically delivered surveys and online assessment tools.

3. Create database web interfaces for collecting and reporting data for use in print and online.

4. Troubleshoot and resolve technical issues related to online instruction tools.

5. Provide general support regarding online education accessibility including scheduling and setting up Audio and Video conferencing.

6. Set up and monitor video streaming and other online learning server applications.

7. Monitor and make recommendations on issues related to government regulations concerning online education such as copyright issues and accessibility.

8. Provide group and individual training as needed to technical and non-technical users.

9. Track and support problems and issues, and assist in the development of new policies and procedures as needed.

10. Promote opportunities for a diverse range of students and faculty to become involved in the web-based technology.

11. Maintain the College web site including day-to-day text edits, application upgrades and changes, and dynamic features such as forms, surveys and active server pages or scripts.

12. Write, update, and maintain internet and intranet web pages that contain text and graphics and are accessed through the College's web site. Modify existing source coding to assure proper page linkages and compliance with College protocols. May develop audio enhancements.

13. Develop, maintain, and update dynamic database-driven features of the College's website including, but not limited to, class schedules, college catalog, event calendars, advising, and faculty home pages.

14. Confer with administrators, faculty, and staff to clarify purpose and requirements for the web pages and convey requirements for consistent presentation.

15. Set up web pages to maintain an appealing flow and uniformity with regard to visual image, fonts, icons, and layout. Maintain HTML templates and page archives.

16. Provide support, training and service to staff and users for the web and related applications.

17. Instruct staff in other departments who may be updating selected elements of web pages on basic web page editing skills.

18. Assist users who are creating HTML fill-out forms by processing responses into HTML output and by managing the impact of such processing.

19. Suggest web page and site and options to enhance the "look and feel" for internal and marketing purposes. Work with graphic art specialists to integrate written and visual media onto web pages.

20. May advise administrators, faculty, and staff on the advantages/disadvantages of internet communication and as compared to other forms of outreach, communications, and public relations efforts.

21. May assist Web Developers with design of transaction forms, digitized images, Java banners, bullets, charts, image maps and other graphics**.**

22. Perform related duties as assigned.

EMPLOYMENT STANDARDS

Knowledge of:

1. Principles of, and techniques used for design and maintenance of web sites that provide information and process transactions.

2. Web programming knowledge and skills that include HTML to enable text and graphics editing.

3. Web server administration, file system maintenance techniques, and indexing and file conversion techniques.

4. ADA requirements and industry standards for publishing accessible websites and online tools.

5. Copy editing, proper American English language composition, usage, grammar, syntax, vocabulary, spelling and punctuation.

6. Principles of operating systems.

Skills and Ability to:

1. Discuss technical information with users, discern their needs and develop programs, systems, screens, etc., which meet those needs.

2. Read, understand and apply information from technical manuals.

3. Communicate technical and complex information to 'non-technical' users.

4. Provide training to on-line users in use and maintenance of web pages.

5. Work with users to design and implement database tables, elements, standards and create supporting documentation.

6. Establish and maintain project and production schedules and balanced responsibilities.

7. Communicate clearly and effectively to diverse audiences of technical and non-technical personnel, both orally and in writing

8. Establish and maintain cooperative and effective working relationships with others.

Experience and Education:

1. Bachelor's Degree in computer science or related field, with general education courses in Web Programming and Internet Server Administration on Windows platform.

2. One year of experience related to web page maintenance including HTML programming, a scripting language, data dynamic web pages, Microsoft NT Server Administration and Internet Information Server.

3. Experience with course management systems.

4. Experience with relational databases, structured query language, HTML forms and validation, and Active Server Pages Scripts

5. Demonstrated sensitivity, knowledge, and understanding of the diverse academic, socioeconomic, gender, cultural, disability, and ethnic backgrounds of the individuals we serve and sensitivity to and knowledge and understanding of groups historically underrepresented, and groups who may have experienced discrimination.

WORKINGS CONDITIONS

Environment:

1. Office environment

Physical Demands:

1. Hearing and speaking to exchange information in person or on the telephone.
2. Seeing to view a computer monitor.
3. Dexterity of hands and fingers to operate a computer keyboard.
4. Sitting for extended periods of time.

Board Approved: 6/13/17
Salary Range: 122 (reclassified from Web & Distance Education Technician 112)
EEO Category: 2B2 – Other Professionals