

## POSITION DESCRIPTION

### Web Page Specialist

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**Position** ..... Web Page Specialist

**Department/Site** .....

**FLSA** ..... Non-Exempt

**Evaluated by** .....

**Salary Range** ..... 37

#### **Summary**

Provides specialized design, development, and support of the District's website content and access. Continually updates content, re-evaluates presentation effectiveness, and access to ensure optimum performance. Provides writing, editing, updating and development support to internet and intranet web pages that are accessed through existing web sites.

#### **Essential Duties and Responsibilities**

- Writes, updates, and maintains internet and intranet web pages that contain text and graphics and are accessed through the District's website. Modifies existing source coding to assure proper page linkages and compliance with District protocols. May develop audio enhancements.
- Confers with administrators, faculty, and staff to clarify purpose and requirements for the web pages.
- Assures that all web pages maintain an appealing flow and uniformity with regard to visual image, fonts, icons, and layout. Maintains HTML templates and page archives.
- Provides support, training and service to staff and users for the web and related applications.
- Instructs basic web page editing skills to staff in other departments who may be updating selected elements of web pages.
- Assists users who are creating HTML fill-out forms by processing responses into HTML output and by managing the side effects of such processing.
- Suggests web page and site and options to enhance the "look and feel" for internal and marketing purposes. Works with graphic arts specialists to integrate written and visual media onto web pages.
- May assist administrators, faculty, and staff about the similarities and differences between internet communication and other forms of outreach, communications, and public relations efforts.
- May assist Web Developers with design of transaction forms, digitized images, Java banners, bullets, charts, image maps and other graphics that require advanced programming skills.
- Performs other duties as assigned that support the overall objective of the position.

#### **Qualifications**

##### **- Knowledge and Skills**

- Requires a working knowledge of the principles of, and techniques used for design and maintenance of web sites that provide information and process transactions.
- Requires a working knowledge of software browsers such as, but not limited to, Microsoft Internet Explorer.
- Requires web programming knowledge and skills that include HTML 3.0 or higher, or the equivalent to enable text and graphics editing.

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- Requires a basic understanding of web server administration, file system maintenance techniques, and indexing and file conversion techniques.
- Requires well-developed skills in copy editing, proper American English language composition, usage, grammar, syntax, vocabulary, spelling and punctuation.
- Requires knowledge standard office procedures.
- Requires sufficient human relations skill to work cooperatively as part of a team and facilitate discussions with staff and others outside the department to extract information about web page needs.
- **Abilities**
  - Must be able to perform all of the relevant duties of the position with only general supervision.
  - 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 technical problems and to develop and apply appropriate solutions.
  - Requires the ability to create and edit web page text and graphics.
  - Requires the ability to discuss technical information with users, discern their needs and develop programs, systems, screens, etc., which meet those needs.
  - 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.

#### **Physical Abilities**

- Requires the ability to function effectively indoors in an office environment engaged in work of primarily a sedentary nature and to accomplish the following, with or without reasonable accommodation.
- 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.
- Requires hand and finger dexterity to use a keyboard at an advanced rate, and hand-eye coordination to use a computer pointing device.
- Requires speaking and hearing ability sufficient to hear over phone and carry on routine conversations.

#### **Education and Experience**

- An associate degree, or the completion of at least sixty (60) college-level semester units, and two years of web page design and editing experience; or, in the absence of an associate degree, or the completion of at least sixty (60) college-level semester units, four years of web page design and editing experience.

#### **Licenses and Certificates**

- May require a valid driver's license.

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#### **Working Conditions**

- Work is performed indoors where minimal safety considerations exist.