DESCRIPTION OF BASIC FUNCTIONS AND RESPONSIBILITIES

To coordinate activities related to the District web presence including web delivery architecture, content management system design, web server configuration and maintenance, maintenance and monitoring of web security, and design and navigation of web sites. The Webmaster will design, develop, test, implement, maintain, and administer the District Intranet and Internet Web presence. Provide tools, training, and technical support to functional units and content developers throughout the district. To recommend policies and create procedures to ensure quality, appropriateness, and availability of tools and materials on the college website; and to continuously improve site functionality, efficiency, user friendliness and professional appearance. This classification is distinguished by having overall responsibility for the college web presence both internally (intranet) and externally (Internet) including search engine optimization. Alternate work hours are required for some web maintenance activities.

TYPICAL DUTIES

Essential and Marginal function statements and other important responsibilities and duties may include, but are not limited to, the following:

Essential Functions:

- Assists in the development and maintenance of the annual plan for the Shasta College web presence. Assists in developing and refining the objectives for the District’s website through consultation with constituencies, stakeholders, management and steering committees.

- Creates procedures and recommends policies governing appropriate use, the posting and maintenance of material on college websites, end user content changes and change requests, and update/maintenance schedules that ensures site accuracy and timeliness.
- Advises faculty and staff and trains web content developers in the use of district web resources and the web design and authoring standards at Shasta College.
- Manages web servers, including configuration, preventive maintenance, internal structure, security, backups, database linkages, and overall performance, availability and utilization monitoring.
- Works collaboratively with other Information Technology staff, assists with the development and implementation of web applications, web parts, security methodologies, and integrated web services.
- In conjunction with Information Services technical staff, implements and maintains the District’s portal system.
- Construct web pages and web sites including graphic user interface features, web scripting, and other techniques.
- Participates in the development and integration of graphical and multimedia components into the website, including audio and video.
- Develops methods to efficiently identify non-functioning URL hyperlinks on the District’s website and creates processes for corrective action.
- Ensures a consistent site look and feel by promoting uniform fonts, formatting, icons, images, search engines, and layout, and creates templates to assist content authors and others in creating and maintaining web content.
- Develops reports to monitor site usage and assess site performance and availability.
- Responsible for the management, creation and installation of SSL security certificates.
- Regularly audits and validates the web presence for adherence to presentation, content, functionality, accuracy, navigability, security, accessibility, display and style standards.
- Identifies, implements, and manages website presence and promotion opportunities, such as search engine registration and optimization, establishes pointer links from other relevant websites and monitors the positioning of key information.
- Ensures access to and accessibility of Shasta College web content, web enabled technology delivered instruction and other educational support tools and information in support of staff, students, and the community (e.g., Section 508 compliance).
- Develops and maintains complete and accurate documentation and records including, but not limited to, web standards, site configuration, site use and traffic patterns, support requirements, performance reporting, and accurate records pertaining to hardware, software, and system configurations.
- Continuously researches web technology and its integration with various business and student information system applications, e-mail, conferencing, newsgroups, and related technologies and secondary systems.
- Works with staff to design, implement and upgrade web-based or web-enabled applications for Internet and intranet environments, including web interfaces to secondary systems.
• Stays current with website practices, including graphic presentation, interactivity, web marketing, server performance and other relevant areas, and serves as the college resource to provide guidance and support in those areas.

**Marginal Functions:**

• Performs other related duties similar to the above in scope and function as required.

**EMPLOYMENT STANDARDS**

**Knowledge of:**

• Requisite technical skills to perform essential and marginal job functions.

• Microsoft SharePoint technologies and architecture and its use for development of internet and intranet sites.

• Web server configuration, server software administration, web security practices and web encryption strategies

• Network and network security technologies, firewall, access list and DMZ configurations, directory integration tools and methodologies, and database management and integration tools and methodologies.

• Implementation and management of Microsoft SharePoint servers.

• Relationship between the web infrastructure and its impact on student learning, faculty advising, and other aspects of instructional and administrative web activities.

• HTML, C#, .net, VB, javascript, CSS, , PHP and current web authoring tools and applications, basic web graphics skills (e.g., Photoshop, Illustrator, Dreamweaver, Fireworks), and database programming skills (e.g., SQL).

• Web course development and delivery tools (e.g., SharePoint, Canvas, Angel, Moodle).

• LAN/WAN, Portal, intranet and Internet technologies.

• Troubleshooting, diagnostic techniques, procedures, equipment and tools used in website support.

• Technology documentation and presentation techniques.

**Ability to:**

• Plan, prioritize, schedule and perform simple and complex customer support activities in an organized manner.

• Communicate technical and complex information to nontechnical users.

• Maintain current knowledge of technical advances in all areas of responsibility and recommend improvements in web systems and services.
• Identify, learn and implement appropriate server-side technologies and web programming languages to expand and deliver web services to the district.
• Understand and carry out oral and written instructions.
• Keep detailed, precise records and handle correspondence effectively.
• Work and communicate effectively and cooperatively with students, faculty, and staff and respond to e-mail messages in a timely and courteous fashion.
• Work independently while meeting schedules and time lines.
• Communicate successfully using tact, patience and courtesy.

QUALIFICATIONS

Education Required:
• Associate’s degree with coursework in computer and network systems and technologies plus continued education and training in web design and website management or equivalent experience.
• Bachelor’s Degree in Computer Science, Marketing, or Graphic Design preferred.

Experience Required:
• Professional experience managing a web presence required.
• Progressively higher responsibilities for web technologies preferred.
• Demonstrated technical knowledge and ability to communicate clearly verbally and in writing.
• Ability to produce and clearly explain site designs.
• Sensitivity to the diverse populations served.

APPROVALS

Date Created/Revised: 06-15-2015
Cabinet Reviewed: 06-16-2015
Board Approved: 09-09-2015

The District shall provide equal employment opportunities to all applicants and employees regardless of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, age, sexual orientation, or status as a Vietnam-era veteran. (AP 3410 – Nondiscrimination)