College of the Redwoods   Position Description

Position: Web Specialist	Position Number:
Department:	FSLA: Non-exempt
Reports to: Director, Institutional Research	Salary Grade: 122

Summary

Provides specialized design, development, 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

- Interviews administrators, faculty, and department staff to help them clarify goals for establishing a Web site.

- Educates staff about the similarities and differences between Internet communication and other forms of outreach, communications, and public relations efforts.

- Develops custom plans for proposed web sites using combination of graphic and written materials.

- Designs or supervises design of digitized images, Java banners, bullets, charts, image maps and other graphics to enhance appearance of site.

- Writes, edits, and formats copy to effectively present location, division, and department messages. Develops video and audio enhancements if desired.

- Carries out functions of an Internet service provider (ISP) to reduce amount of technical expertise needed by others at the College, or trains other Information Technology staff to operate and update site on an independent basis.

- Updates and expands information on Web site to ensure up-to-date content and attract repeat users.

- Meets on a regular basis with various departments to evaluate and modify site as it seems appropriate.

- Performs other duties as assigned that support the overall objective of the position.

Qualifications

- **Knowledge and Skills**

  The position requires specialized knowledge of programming in JAVA, HTML, and ASP.

  Programming knowledge and skills must include HTML 3.0 or higher, and Netscape Extensions, CGI-script programming (Forms, Database, and Integration). The position requires well-developed verbal skills to deal with questions about Web site marketing and to translate their message to customers in an informative and innovative manner.

- **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 site design, development, programming, and maintenance duties. 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. 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**

  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**