



**COMMUNITY EDUCATION WEB SUPPORT/MARKETING SPECIALIST**

**SALARY GRADE:** [C1-54](#)

**DEFINITION:**

Under the direction of the Dean of Community Education, provide oversight and support for the development and maintenance of the departments Web presence, including design, content management, marketing effectiveness, and overall utility; ensure the effective application of the department's internal and external communication and branding strategies to the Web; write programs to help present information in usable format; provide technical support to users.

**EXAMPLE OF DUTIES AND RESPONSIBILITIES:**

Depending upon assignment, duties may include, but are not limited to, the following:

1. Responsible for developing and implementing web sites using college and District technology standards; create all graphics and content for web and print advertising.
2. Meet with staff to design and address technical issues for site web pages; assist in the development of standards and policies specific to the department for web page development and usage.
3. Handle technical support for the Community Education registration system (Lumens); assist in resolving parent and student registration issues pertaining to Extended Year program.
4. Document technical guidelines for site web pages and applications.
5. Maintain awareness of ongoing opportunities in the use of the Internet to keep others informed and to improve the use of Internet technology; maintain up-to-date knowledge of new technologies, trends and best practices in order to identify areas for future development and enhancement.
6. Make recommendations regarding short and long-term project priorities; work on special projects as assigned.
7. Evaluate the effectiveness, usability, and accessibility of college and department Web sites using Web metrics and other performance measures; identify needs and make recommendations for enhancements to Web sites overall effectiveness.
8. Research and identify opportunities to enhance content for both user engagement and search engine marketing and optimization as well as related content on third-party Web sites external to the department.
9. Develop and analyze reports regarding effectiveness of Web sites; identify needs and make changes to increase effectiveness of the Web site; generate usage reports on a regular basis; design backup and restoration process for web servers.
10. Monitor legal, privacy, and security concerns related to use of Internet and internal Web presence.
11. Provide technical support to users.
12. Assist in installing, configuring and maintaining Internet services such as listservs, newsgroups, and bulletin boards and chat groups.
13. Perform other related duties as assigned.

## **EMPLOYMENT STANDARDS:**

### **Knowledge of:**

1. Web visual design, navigation, content creation and usability.
2. Principles, practices and techniques of web-based computer system analysis, design and applications programming.
3. Web servers and site management tools.
4. Web graphics creation software such as Photoshop and Illustrator.
5. Working knowledge of search engine optimization, Web analytics and Web marketing principles.
6. Google Analytics and other Web analytics tools/software.
7. Internet browsers such as Explorer, Safari and Firefox.
8. Website security procedures.
9. New technologies, trends and best practices in order to identify areas for future development and enhancement.
10. Record keeping techniques.

### **Ability to:**

1. Demonstrate understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation of community college students, faculty and staff.
2. Develop web pages using HTML, CSS, JavaScript and other related web authoring tools.
3. Install and configure Hypertext Transfer Protocol (HTTP) servers.
4. Create Web-based marketing materials in a branded, integrated marketing focused environment.
5. Write scripts, program and generate reports with web-connected databases.
6. Operate various hardware and equipment, including digital cameras and printers, etc.
7. Communicate effectively with staff, users and management on technical and non-technical issues.
8. Work independently and as part of a team.
9. Organize and prioritize work.
10. Handle multiple projects and meet deadlines.

## **EDUCATION AND EXPERIENCE:**

### **Education and Experience**

Any combination equivalent to:

1. Associate's degree preferably in web development, computer science, marketing or a related field.
2. Two (2) years experience of working with web technologies and tools, web page development or related experience.

## **WORKING CONDITIONS:**

### **Environment:**

1. Office environment.
2. Constant interruptions.

### **Physical Abilities:**

1. Hearing and speaking to exchange information in person and on the telephone as well as making presentations.
2. Dexterity of hands and fingers to operate a computer keyboard.
3. Seeing to read various materials.
4. Standing for extended periods of time.
5. Bending at the waist, kneeling or crouching.
6. Lifting, carrying, pushing or pulling objects up to 30 lbs.