WEB ADMINISTRATOR

DEFINITION

Under general direction, designs, develops, and maintains the College web architecture; administers web servers and related hardware and software; creates and maintains web pages; provides technical support for web-based applications and instructional web software and services; creates, develops, and programs databases and applications; consults with and recommends web-based solutions and best practices to College staff, departments, and divisions; researches, evaluates, and implements new web technologies; and performs related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from assigned supervisory and managerial staff. Exercises no direct supervision of staff.

CLASS CHARACTERISTICS

This is a journey-level class responsible for the design, development, and support of the District's websites, including architecture, servers, database, applications, and software. Positions work on tasks that are varied and complex, requiring the use of considerable discretion and independent judgment in performing assigned work, and ensuring the efficient and effective functioning of assigned program or operational area. Assignments are given with general guidelines and incumbents are responsible for establishing objectives, timelines, and methods to deliver work products or services. Work is typically reviewed upon completion for soundness, appropriateness, and conformity to policy and requirements.

EXAMPLES OF TYPICAL FUNCTIONS (Illustrative Only)

➢ Oversees and manages the College web architecture and systems including internet and intranet sites; develops and administers the web content management system; develops and administers a uniform web structure; collaborates with Educational Technology Services (ETS).

➢ Oversees and administers web servers and server software; maintains day-to-day server operations; establishes redundant back up and restoring procedures; in consultation with supervisor and others, establish web architecture standards and ensures adherence to standards; participates in making recommendations to College and District staff and committees regarding server standards.

➢ Creates and maintains web pages; maintains and updates web-based communications and information pages; supports and coordinates web-based marketing and outreach components such as search engine optimization (SEO), social media, and mass text and email campaigns.

➢ Develops and oversees instructional course (curriculum) management database system; oversees the operation of the schedule and catalog database systems; develops course management tools and databases, including online syllabi, course outlines, and course portfolios using custom applications and web content management system.

➢ In coordination with appropriate staff, creates, develops, and programs original databases and applications; develops and implements web software applications to improve site function and user friendliness.

➢ Installs, configures, and maintains internet services such as internet service provider (ISP) accounts, listservs, newsgroups, bulletin boards, and chat groups in support of college community initiatives,

functions, and online courses; integrates various multimedia/web communication applications such as streaming video and audio, video conferencing, chats, and bulletin boards.

➢ Maintains a server log for the college web site; develops reports for performance assessment, monitors site usage, and makes recommendations for site improvements and organization based on data collection.

➢ Writes, debugs, tests, and documents various programs using on-line tools, languages, and utilities.

➢ Serves as technical advisor for college web-based media concepts, designs, and implementation; provides consultation to the College community on web-based initiatives; collaborates with and provides consultation to others responsible for the maintenance of District websites.

➢ Continuously researches and stays abreast of new trends and innovations in the field of web technologies and its integration with various business and student information system applications and related technologies.

➢ Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

➢ Web programming applications and languages.
➢ Information architecture for websites, web systems, servers, and hosting services.
➢ Web content management systems.
➢ Database design and administration related to web applications.
➢ Multi-user operating systems, application packages, communication and network, servers, hardware, and peripherals.
➢ Basic concepts of email systems, streaming web audio and video systems, and collaborative groupware.
➢ Principles and practices of search engine optimization (SEO) and search engine/service administration.
➢ Principles, practices, and techniques of web-based marketing including social media, mass email, and texting campaigns, search engine optimization (SEO), and web-based advertising including associated analytics.
➢ Web accessibility laws, requirements, tools, and techniques including the principles of Web Content Accessibility Guidelines (WCAG).
➢ Project management and coordination methods.
➢ Methods and techniques of preparing and coordinating online material and printed publications.
➢ Applicable federal, state, and local laws, rules, regulations, ordinances, and District policies and procedures relevant to assigned area of responsibility.
➢ Techniques and methods of data research, synthesis, organization, and interpretation.
➢ Record keeping and filing systems and methods.
➢ English usage, grammar, spelling, vocabulary, and punctuation.
➢ Modern office practices, procedures, technology, and computer equipment and applications.
➢ Techniques for providing a high level of customer service by effectively dealing with the public, students, and District staff, including individuals of diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation.

Ability to:

- 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.
- Design, install, test, implement, and maintain websites and related web-based applications.
- Apply and use various web programming applications and languages across multiple platforms and client systems.
- Administer various web servers and server platforms.
- Effectively integrate front-end templates with back-end functionality.
- Manage projects while meeting time deadlines and staying within budgets as assigned.
- Interpret, apply, explain, and ensure compliance with applicable federal, state, and local laws, rules, regulations, ordinances, and District policies and procedures relevant to assigned area of responsibility.
- Organize, maintain, and update records systems and prepare reports.
- Maintain current knowledge related to technological advances in the field.
- Understand the organization and operation of the College and District as necessary to assume assigned responsibilities.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Effectively use computer systems, software, and modern business equipment to perform a variety of work tasks.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:
Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to a Bachelor's degree from an accredited college with major coursework in computer science, management information systems, or a related field and three (3) years of experience in web development, programming, and/or administration.

Licenses and Certifications:

None.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer and telephone; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. Standing in and walking between work areas is frequently required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification frequently bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees occasionally and must possess the ability to lift, carry, push, and pull materials and objects up to 50 pounds with the use of proper equipment.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Due to the nature of work, employees may come into contact with fumes, dust, and/or odors.

Salary Grade: C1-70
FLSA: Non-Exempt
EEO Code: H-30
Board Approved: April 2021