WEB APPLICATIONS TECHNICIAN

BASIC FUNCTION

Ensures that content contained within websites and other modes of electronic communication are current and consistent with mandated and District requirements; creates new and updates existing web pages; performs on-going website administration; designs web-based materials for advertising and events; monitors and creates content for social media platforms; and works with users to address student, academic, administrative, business, and community needs and issues through the use of web-based technology.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from assigned area supervisor. May provide lead direction to temporary staff, and/or student workers.

CLASS CHARACTERISTICS

This classification is responsible for independently performing technical duties in support of the District's or college's website operations and administration. Employees at this level exercise judgement and initiative in their assigned tasks, receive only occasional instruction or assistance as new or unusual situations arise, and are fully aware of the operating procedures and policies of the department.

EXAMPLES OF TYPICAL JOB FUNCTIONS

1. Creates, updates, and maintains District/college web pages, content, images, page templates, and website code; develops browser-based forms and form-enabled PDFs; maintains essential documents and file repositories; ensures compliance, accessibility, and compatibility with applicable state/federal regulations and District's policies and procedures on website usage.
2. Performs on-going website administration including, but not limited to, maintenance, troubleshooting, user roles and access, error handling, ensuring efficient use of network and server resources, and oversight of various web-based applications; analyzes and reports on web usage analytics; maintains various databases for the District/college websites, event calendars, and news; recommends or implements corrective actions; establishes, maintains, and refines digital workflows, integrated plug-ins, basic analytics, and general website security and spam protection in conjunction with District IT department; administers software as a service (SaaS) applications for websites.
3. Provides support for the Office of the Chancellor and electronic Board book for bi-monthly Board of Trustees meetings to adhere to Education Code.
4. Provides support for District/college class schedules and college catalogs for each term/intersession and uploads to the District/college websites.
5. Designs banners for District/college websites for promoting news/announcements; assigns and provides college website managers content/banners to promote their college news, events, and programs to post on their respective webpages.
6. Creates and assigns content management roles, provides user support, and trains users on basic web page editing skill and social media usage; serves as liaison between division and department contacts to continue development of their sites.
7. Monitors, maintains, and posts graphics and content on official District/college social media accounts; engages and networks via social media with outside entities; refers individuals requesting information to the correct web pages or contact person.

8. Edits and designs graphics for District/college websites; designs digital and print visual marketing materials and artwork in various formats for District-wide and District-sponsored events, departments, or programs in conjunction with District Creative Services and various departments and programs; produces materials including, but not limited to, flyers, website banners, invitations, event programs, and brochures; ensures that any designed materials are consistent with District/college branding and identity standards and are accessible and legible to those with disabilities.
9. Designs online, interactive tutorials and help documentation for topics, programs, and applications used at the District/college; coordinates with and supports the work of videography personnel.
10. Participates in District-provided in-service training programs.
11. Performs other related duties as assigned; specific duties not listed does not exclude them for this classification if the work is similar or related.

QUALIFICATIONS

Knowledge of:

1. General rules and policies with respect to the use of web-based technology.
2. Current and emerging web design and development standards, principles, styles, technologies, and tools.
3. Standard business and productivity software, desktop web applications, social media management, and project management applications.
4. Principles and techniques of digital imaging and digital content creation.
5. Mandated accessibility standards and regulations, including latest Americans with Disabilities Act (ADA), Section 508, and Web Content Accessibility Guidelines (WCAG) requirements.
6. Multiple web programming and markup languages.
7. General branding/identity requirements and writing standards.
8. Business, marketing, and administrative practices.
9. Principles and practices of electronic workflows, content management systems, user permission management, and database design, and basic principles of systems administration.
10. Operational characteristics of SharePoint and web servers, content management systems, and document/file repositories and websites.

Ability to:

1. Create, edit, and maintain websites and content for multiple departments.
2. Develop and edit electronic content.
3. Design website banners and related graphics using multiple tools and techniques.
4. Assess, test, and deploy updates to websites including content and web-based applications in a timely manner.
5. Identify and remove or update inaccessible code consistent with mandated regulations.
6. Troubleshoot, diagnose, and fix website errors, broken links, and related issues.
7. Use multiple social media platforms and programming tools to effectively promote programs, events, and other relevant information.
8. Deal tactfully with faculty, staff, and students in providing information, answering questions, and providing customer service.
9. Establish and maintain a variety of filing, record keeping, and tracking systems.
10. Independently organize work, set priorities, meet critical deadlines, and follow up on assignments.
11. Use tact, initiative, prudence, and independent judgment within general policy and procedural guidelines.
12. Effectively use computer systems, software applications relevant to work performed, and business equipment to perform a variety of work tasks.

13. Communicate effectively in the course of performing work tasks.
14. Establish, maintain, and foster effective working relationships with those contacted in the course of work.
15. Demonstrate clear evidence of sensitivity and understanding of the diverse academic, socio-economic, disability, and ethnic backgrounds of students, staff, and the community.
16. Provide efficient, high-level customer service to the public, vendors, contractors, and District personnel.

Education and Experience:

An associate's degree and two (2) years of website development and content management experience; or an equivalent combination of education, training, and/or experience.

Licenses and Certifications:

None.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This classification primarily works in an office and standing in and walking between work areas is occasionally required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Employees in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds.

The essential functions of this classification must be performed by the incumbents with or without reasonable accommodations.

ENVIRONMENTAL CONDITIONS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset individuals in interpreting and enforcing departmental policies and procedures.