West Valley-Mission
Community College District

CLASS SPECIFICATION

WEB CONTENT DEVELOPER
Classified Position (Non-Exempt Status)
Classified Office, Technician & Business Services Salary Schedule – Range 74

DEFINITION

To perform a variety of duties in the development and maintenance of the college website; to collaborate with faculty, staff and administration to oversee the accuracy and quality of the college website; and to provide professional support for the college's marketing function.

DISTINGUISHING CHARACTERISTICS

This is the journey level in the single level Web Content Developer class. Employees at this level receive only occasional instruction or assistance as new, unusual or unique situations arise and are fully aware of the operating procedures and policies within the work unit.

This class is distinguished from the Information Technology Analyst class in that the Web Content Developer class is assigned to the day-to-day less complex and routine website administration tasks. Related areas maintained by an IT Analyst include system development and administration.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from the Director, Marketing and Public Relations, or above.

EXAMPLES OF ESSENTIAL DUTIES - Duties may include, but are not limited to, the following:

Maintain and develop the college website; develop and administer a uniform web structure; and collaborate with district information technology staff.

Research, write, edit, post and implement content information for use on college internet and intranet sites.

Coordinate with graphic designers and others to prepare web pages and templates for use by departments, programs and administration.

Confer with users for content and maintain currency on web technologies for possible inclusion into the website.

Ensure that college website is accessible to students with disabilities according to ADA law and sections 504/508 of the Rehabilitation Act, Section 255 Guidelines, and conforms to applicable district policies.

Ensure that college website is stable, well-designed, effective to use and kept up to date, has a consistent look and feel, and is properly maintained.

Serve as a resource to faculty, staff and administration on the planning and development of websites; write and maintain documentation and instruction.

Build and maintain positive working relationships with co-workers, other district employees, and the public using principles of good customer service.

Foster an environment that embraces diversity, integrity, trust, and respect.

Be an integral team player, which involves flexibility, cooperation, and communication.

Perform related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

Principles and practices of web page and website construction and maintenance.

Industry standard web-based programming languages.

Features and capabilities of websites.

Principles of graphics presentation and design in a web-based environment.

Applicable federal, state, local and district laws, regulations, and reporting requirements.

Ability to:

Design, develop, create and maintain websites and web-based applications.

On a continuous basis, know and understand all aspects of the job; intermittently analyze work papers, reports and special projects; identify and interpret technical and numerical information; observe and problem solve operational and technical policy and procedures.

On a continuous basis, sit at desk for long periods of time; intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone; write or use a keyboard to communicate through written means; and lift or carry weight of 10 pounds or less.

Use sound judgment in recognizing scope of authority.

Operate and use modern office equipment including computers and applicable software.

Maintain regular attendance and adhere to prescribed work schedule to conduct job responsibilities.

Communicate effectively orally and in writing.

Relate effectively with people of varied academic, cultural, and socio-economic backgrounds using tact, diplomacy, and courtesy.

Establish and maintain effective, cooperative, and collaborative working relationships with others.

Experience and Education

Any combination of experience and education that would provide the required knowledge and abilities is qualifying. A typical way to obtain the required knowledge and abilities would be:

Experience:

Two years of responsible professional website design/administrator experience.

Education:

Equivalent to an Associate's degree from an accredited college or university with major course work in computer science, marketing, business, or a related field.

EEO Category: Professional Non-Faculty

Date Approved: August 22, 2024