<div align="center">**SOUTHWESTERN COMMUNITY COLLEGE DISTRICT**</div>

CLASS TITLE: WEBMASTER & WEB DEVELOPER

SUMMARY DESCRIPTION

Under the direction of the Chief Information Systems Officer or designee, the Webmaster serves as the web strategist for Southwestern College's official web sites and Web applications; provides key oversight, content review, and editing of the pages associated with web sites custom web applications; updates and maintains content and information on multiple Southwestern College sites to ensure web content reflects institutional priorities and standards; consults, develops or implements, and provides support for web applications in support of College programs and events; works independently, or as a team member, to accomplish tasks and projects in an expeditious manner.

REPRESENTATIVE DUTIES

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

1. Work collaboratively with a variety of internal and external customers to develop and execute strategies to enhance the District's web presence and convey an image that is community oriented, inviting, and progressive. *E*

2. Works as a member of the web programming team to collaboratively develop and implement custom applications as needed. *E*

3. Maintain currency of website content; perform regular reviews of websites to ensure content accuracy, timeliness and relevance; test website accessibility and functionality from a variety of environments (server and browser); create enhancements and make modifications to maintain currency of best practices in web site and web application design. *E*

4. Develop and maintain user web guidelines, including standards, templates, and file- naming conventions, for consistency, with emphasis on CMS templates, usability tests, cascading style sheets, user requirement templates, readability guidelines, cross-browser compatibility tests, review and approval standards, maintenance schedules, file storage, and version control. *E*

5. Provide live, group or individual, training sessions for College website content editors and approvers; guide clients in optimizing content and design look and feel of web pages. *E*

6. Provide consultation and troubleshooting for website layout, content, and design. *E*

7. Ensure website content meets the needs of internal and external clients; create and edit content that is accurate, engaging, and creates a magnetic image that attracts readers; create web page templates for faculty and staff. *E*

8. Work with other technical staff to install, upgrade, and configure web servers for optimized response to user requests. *E*

9. Monitor traffic on websites; measure and provide statistics as requested for management reporting; continuously evaluate methods to increase traffic. *E*

10. Monitor and respond to website posts. *E*

11. Maintain up-to-date, complete, and reliable documentation including written documentation on job procedures and practices; troubleshoot and resolve technical problems, and document corrective action. *E*

12. Maintain current knowledge of changing trends, technologies, and best practices associated with website management; continuously research new trends, ideas and topics. *E*

13. Provide copywriting, editing, and proofreading for Southwestern College content suitable for educational, student, and community audiences. *E*

14. Maintain and enhance Southwestern College's web style guide in concert with Southwestern communications standards. *E*

15. Train content typists and publishers on updating and entering content through the content management

system (CMS) including video, text, documents, and images. *E*

16. Coordinate project activities related to software acquisition, development and implementation as assigned. *E*

17. Advise and assist with web-based initiatives on behalf of the College foundation. *E*

18. Attend on-and-off-campus meetings related to assigned duties. *E*

19. Perform related duties and responsibilities as required.

KNOWLEDGE AND ABILITIES

Knowledge of:
Principles of Internet operations and functionality.
Principles of Project Management.
Web development practices and principles.
Generally applicable Web programming languages.
Experience with contemporary web tool search engine optimizers (SEO), RSS technology, web statistics analytics and content management systems.
Current web design software applications, web usability standards and best practices.
Advanced online research techniques.
Principles of time management.
Correct English usage, grammar, spelling, punctuation and vocabulary.
Principles of interviewing, writing, editing and proofreading.
Interpersonal skills, using tact, patience and courtesy.

Ability to:
Apply knowledge of back and front end programming languages as appropriate.
Create website documents that are visually appealing and communicate the District's brand. Create, compose, and edit written materials.
Apply excellent English writing skills in a conversational, persuasive, and engaging style that attracts readers.
Convey messages that are direct, to the point, fun, confident, energetic and specific to the District's goals.
Create and deliver effective technical presentations to non-technical audiences using developed public speaking skills.
Assist users in understanding and applying techniques of online communication.
Exchange ideas, information, and opinions with individuals and groups in a variety of forums. Develop collaborative partnerships on-line and off-line.
Effectively manage multiple projects and prioritize to meet established timelines.
Work with and exhibit sensitivity to and understanding of the diverse populations of community college students.
Communicate clearly and concisely, both orally and in writing.
Establish and maintain effective working relationships with those contacted in the course of work.

EDUCATION AND EXPERIENCE

Any combination equivalent to: A Bachelor's degree in Business Administration, Computer Science or other related field AND three (3) years of recent experience that includes extensive web development and content management using current tools and applying current website programming languages OR a minimum of five (5) years of experience related to web design and development. Must have extensive experience conducting online research, and developing, and managing web sites.

Additional recent and directly related experience may substitute for some education. Training related to web design and development is highly desirable.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Work is performed primarily in a standard office setting with frequent interruptions and distractions; extended periods of time viewing computer monitor; regular interaction with individuals inside and outside the District; possible exposure to dissatisfied individuals.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

Vision: See in the normal visual range with or without correction.

Hearing: Hear in the normal audio range with or without correction.