

FRONT END WEB DEVELOPER**DEFINITION**

Under direction of the Dean, responsible for the day-to-day maintenance and operation of the official Modesto Junior College web site and assures that all web pages comply with appropriate policies, guidelines, and standards. Coordinates web functions, monitors web activities, incorporates new technologies into the web site, and enhances existing web sites. Generates web statistics reports and monitors error logs to correct web page problems.

DISTINGUISHING CHARACTERISTICS

The is a specialized and advanced technical class within the Yosemite Community College District (YCCD). The incumbent in this class provides the highest-level technical support for designing and maintaining the District's website. The incumbent utilizes specialized knowledge of Web technology to make decisions and complete assignments. The incumbent also interacts with users in to provide advanced technical support in resolving website and system problems.

SUPERVISION RECEIVED AND EXERCISED

An incumbent in this class works under the direction of a senior manager, receiving occasional supervision while working toward a definite objective that requires use of a wide range of procedures. An incumbent plans and/or determines specific procedures or equipment required to meet assigned objectives and solve non-routine problems, referring only unusual matters to a supervisor. An incumbent in this class does not directly lead or supervise other full-time employees, but may assign, direct and/or monitor the work of subordinate full time, part time, and/or student employees on a project or assignment basis.

ESSENTIAL DUTIES

- Coordinate with Modesto Junior College management and the Web Site Advisory Team and consult with them to establish priorities for web- site development and to plan, review, and evaluate the Modesto Junior College web pages.
- Create new web pages and update existing web pages as necessary.
- Provide excellent customer service to all levels of users and encourage timeliness and accuracy of web page information and resolution of problems.
- Develop graphics and layouts for illustrations, navigational logos, and Internet websites based on knowledge of current web usability principles and esthetic design concepts.
- Consult with and assist Modesto Junior College marketing staff in designing, developing, streamlining and maintaining web pages using HTML, Java Script and other similar programming languages.
- Develop new web pages and site functionality using the College's content management system (OmniUpdate OU Campus).
- Work with network personnel on issues of hardware/software that affect the web site.
- Coordinate with Marketing to train departmental personnel in use of OmniUpdate CMS for web page updates and maintenance.
- Ensure compliance with applicable legal requirements and Modesto Junior College policies on web site usage, security and standards.
- Participate as a member of the college website oversight committee as the key web technologies expert.
- Prepare documentation concerning web site changes; maintain a detailed record of all current and prospective sites.
- Plan, organize, develop, implement, and maintain the on-line catalog and related e-publications.
- Assist in the preparation of technical specifications for use in the hardware and software bidding process.
- Serve as the contact person concerning the functionality of web and on-line catalog sites.

MINIMUM QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The Education/Experience, Knowledge and Ability requirements are representative of essential duties. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of the position.

Education and Experience

- **Education:** Possession of a bachelor's degree from an accredited college or university, with major course work in graphic art, fine art, design, communications, marketing or a closely related field.
- **Experience:** Four years performing graphic arts design, layout and setup functions using desktop publication software, including two years coordinating the production of complex technical graphic arts projects and marketing campaigns, and two years of supervisory experience.

OR

- **Education:** Associate's Degree from an accredited college or university with major course work in visual or graphic art, communications, business administration, marketing, or related field;
- **Experience:** Six (6) years of experience in graphic art design, layout and setup functions using desktop publication software, including two (2) years coordinating the production of complex technical graphic arts projects and marketing campaigns., and (2) supervisory experience.

Knowledge of:

- Web site design and maintenance: excellent writing skills, knowledge of HTML, CSS1, CSS2, arithmetical processes, site development, and site management skills.
- Knowledge of PHP, ASP, JSP or other scripting languages is desirable.

Ability to:

- Effectively and efficiently create esthetically pleasing Web content using ADA and Standards compliant web pages.
- Work well with management, faculty and staff, perform arithmetical calculations with speed and accuracy, understand and carry out oral and written directions, establish and maintain cooperative working relationships, and face difficult situations with good humor.

LICENSES AND CERTIFICATES:

- Possession of a valid California Motor Vehicle Operator's License. Insurability by the District's liability insurance carrier.

PHYSICAL AND MENTAL STANDARDS:

- **Mobility:** Ability to sit for long periods, move about an office, stand occasionally, reach above and below desk level.
- **Dexterity:** Operate business related equipment, and handle and work with various materials and objects.
- **Lifting:** Will exert 20 to 40 pounds of force frequently to lift, carry, push, pull, or otherwise move objects.
- **Visual Requirements:** Close vision sufficient to read files, documents, and computer screens and do close-up work; ability to adjust focus frequently.
- **Hearing/Talking:** Ability to hear normal speech, speak and hear on the telephone, and speak in person.
- **Emotional/Psychological Factors:** Ability to make decisions and concentrate; frequent contact with others including some public contact; frequent deadlines and time-limited assignments