



Cañada College ♦ College of San Mateo ♦ Skyline College

GENERIC POSITION DESCRIPTION

DIRECTOR OF WEB SERVICES

A Classified Professional Position
Grade 225S – Salary Schedule 40

A. General Statement

The Director of Web Services performs professional supervisory and technical work which requires an individual with a background directing and coordinating the activities of the web services support team and supporting the Banner web products including Luminis. The Director of Web Services monitors the web presence of each college web site, including the positioning of key information for search engines and directory access. The Director must continuously research web technology and its integration with various business and student information system applications, email, conferencing, newsgroup and related technologies and must work to design, implement and upgrade web-based or web-enabled applications for the intranet and internet environments. Public contact is extensive and involves staff at all levels within the organization, other educational institutions, governmental, business and community agencies, students and the general public for the purpose of exchanging technical, public relations and other information. A high degree of independent judgment and creativity is required to select and analyze data in order to draw conclusions, make original recommendations, and to resolve a variety of minor and potentially major problems that occur. Consequences of errors in judgment can be costly in employee time, public relations and/or institution funding. A Director of Web Services can direct the work of web programmer and analysts and other staff as assigned.

B. Duties & Responsibilities

The duties below are representative of the duties of the classification and are not intended to cover all of the duties performed by the incumbent(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related, or a logical assignment to this classification.

1. Plans, directs, coordinates and reviews the work plan for the web services support team and associated staff
2. Assigns work activities, projects and programs; reviews and evaluates work products, methods and procedures
3. Meets with staff to identify and resolve problems
4. Coordinates and oversees the maintenance of all web site activities for present and future initiatives
5. Serve as a technical liaison to the web services support team and other departments

6. Provides support and lends technical expertise to internal and external content developers on web, database projects and content management applications
7. Contributes to the development and implementation of technology-supported learning environments and professional development
8. In collaboration with College marketing and public relations staff and their web advisors, assists in the development of policies and procedures governing the posting of material to College and departmental web sites, supports faculty and student web services, and supports administrative uses of web technology.
9. Assists with the administration of web servers, including system back-ups, search engines, logs, usage statistics, documentation and other responsibilities as assigned
10. Oversees the development of on-line tools and resources for all staff, faculty and consultants to increase the effectiveness for on-line gathering and dissemination of information
11. Supervises routine web site and database audits to maintain consistency of presentation, optimal functionality and proper operation of interactive components and features
12. Monitors and reports on web site and database activities and utilization
13. Analyzes resource utilization and initiates programs for improvement as necessary
14. Assesses proposed technology projects as they relate to web services and recommends appropriate action
15. Develops and controls web services project budgets
16. Assists the Chief Technology Officer with contract administration, extension and enhancement related to web products, tools and services
17. Exchanges information with technical staff, system users, vendors and outside programming and marketing personnel to discuss technical design concepts, original ideas, programming and implementation timelines, project budgets and expenditures, installation and enhancement needs and other matters
18. Attends meetings, workshops, conferences and other events to obtain current information about marketing and web-design concepts and trends
19. Provides leadership and direction for the District's web-based architecture, systems design and development, uniform web structure, operations, policies and procedures
20. Serves as technical advisor for web-based District media concepts, designs and implementation
21. Interacts with technology partners and outside resources to enhance the College and District web presence
22. Leads the design and development of web-based applications and management systems for District internet and intranet use
23. Plans the integration of various web communications components (such as chat, bulletin board, white board, video conferencing) into College and District websites as appropriate; leads the development of web standards of procedures for review and implementation
24. Evaluates workload and staffing needs and feasibility of new system requirements
25. Coordinates vendor and other external services as needed
26. Provides leadership in conjunction with the Centers for Teaching and Learning to provide staff training to meet user needs
27. Oversees the testing of web sites for compliance, accuracy of links, etc.
28. Plans for hardware and software upgrades for web-based applications and for multiple server platforms
29. Develops in conjunction with the Centers for Teaching and Learning training staff in the use of web technologies to develop instructional materials and/or to develop and implement other types of web applications
30. Stays current with state-of-the-art web practices including design, graphic presentation, interactivity, Section 508 compliance, web marketing, server performance and other relevant areas and serve as a College resource to provide guidance and support in those areas

31. Assist the Banner Project Manager to maintain the Banner self-service and web products and continuously improve them to better serve faculty, staff and students
32. Performs other related duties as assigned

C. Requirements

1. Bachelor's degree from an accredited institution in Computer Information Science or a closely related field
2. Successful work experience of increasing responsibility in web analysis, web design, and the supervision of programming using a variety of web-based development and content management tools
3. Demonstrated skill in preparing documentation
4. Skills in training, directing, supervising, and evaluating the work of others
5. Demonstrated verbal and written communication skills
6. Demonstrated skill in establishing and maintaining effective working relationships, and communicate respectfully and professionally with people at all levels in the organization who are diverse in their cultures, language groups and abilities
7. Skills in working effectively as part of a team
8. Possession of a valid California Drivers' license (or the ability to obtain one) and have the ability to drive a motor vehicle.

OR

An equivalent combination of education and experience

D. Physical/Other Requirements

This position requires excellent oral and written communication with individuals as well as small and large groups; ability to analyze complex needs and design and plan the deployment of web-based solutions; attention to details; flexibility; ability to adapt to rapidly-changing situations; close work with others as part of a team; listening and comprehension; patience; tact; good memory for details; manual dexterity; and exposure to various temperatures, in order to perform the essential functions.

E. Knowledge, Skills & Abilities

1. Knowledge of advanced operational characteristics, services and activities of a web services program including design and maintenance.
2. Knowledge of advanced principles and best practices used in the design, development and deployment of database-driven web services including methods for multi-media design, development and deployment.
3. Knowledge of District organization, operations, policies, procedures, goals and objectives, particularly related to media outreach and marketing.
4. Skill in verbal and written communication.
5. Skill in training, supervising and evaluating the work of others.
6. Skill in working and communicating effectively with people of diverse cultures, language groups and abilities who are at various levels within an organization.
7. Skill in coordinating and working with multiple projects with similar completion timelines.
8. Ability to supervise and direct the design, analyzing, installation, implementation and enhancement of web-based systems from original concepts and from the ideas of others.
9. Skill in managing and performing complex online applications design and database analysis and in performing a variety of complex web-based programming duties.
10. Ability to analyze situations accurately and adopt an effective course of action and outcome evaluation.
11. Ability to work effectively as part of a team.