GENERIC POSITION DESCRIPTION

WEB PROGRAMMER ANALYST
A Classified Position
Grade 37 – Salary Schedule 60

A. General Statement

The Web Programmer Analyst performs technical work involved in the design, development and implementation of web-based applications. Under general supervision, the position evaluates, develops and implements a variety of moderately difficult web programs and systems, and analyzes web program problems to develop resolutions. Public contact is extensive and involves conferring with potential and existing users, vendors and staff about programming, web design and content needs. A high degree of independent judgment and creativity is required to independently perform assigned work following prescribed procedures and to apply those procedures to the work of user departments. Consequences of errors in judgment can be costly in employee time; however, management and procedural controls limit the risk of serious consequences. A Web Programmer/Analyst can lead the work of other staff and student assistants 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. Designs and develops applications and management systems for District web systems
2. Tests, verifies, debugs, revises and refines all web sites and web applications
3. Plans, designs, and implements new software and upgrades for web-based applications on multiple web server platforms
4. Develops web standards of procedures for review and implementation
5. Assists in integrating various web communications components (such as course management, portal, social network and video conferencing) into College and District websites as appropriate
6. Conducts research to obtain information pertaining to web application development tools
7. Evaluates the products of external vendors to assess the use of third-party software within the District's information system
8. Exchanges information with technical staff, system users, vendors, outside programming and marketing personnel to discuss web design concepts, original ideas, web programming and implementation timelines, web project budgets and expenditures, installation and enhancement needs and other matters
9. Assists in making recommendations for the District's web-based architecture, systems design and development, uniform web structure, operations, policies and procedures
10. Serves as technical advisor for web-based District media concepts, designs and implementation

11. Coordinates and participates in advisory councils and related committees as assigned
12. Coordinates with District learning center faculty and trainer staff in the use of web technologies to provide technical assistance for setting up instructional, student services, marketing, outreach and other administrative internets and intranets
13. Works with technology partners and outside resources to develop and enhance the College and District web presence
14. Prepare documentation of web systems, applications and sites as required
15. Provides user training and training documentation in conjunction with learning center and other training staff to meet user needs
16. Generates and distributes web usage and analytic reports on a regular basis
17. Attends meetings, workshops, conferences and other events to obtain current information about marketing and web-design concepts and trends
18. Keep up with current web trends and knowledge to help in setting best practices, defining web goals and measuring success
19. Performs other related duties as assigned

C. Requirements
1. Associate degree or other equivalent educational program in multimedia, web development, or a closely related field
2. Successful work experience of increasing responsibility that has included web programming
3. Extensive public contact experience with people at various levels within organizations who are diverse in their cultures, language groups and abilities
4. Demonstrated skill in the use and application of various programming languages, systems, and procedures
5. Demonstrated skill in written communication, including development of procedural documentation
6. Skill in training and leading the work of others
7. Demonstrated skill in multi-tasking, prioritizing workloads, and working independently
8. Possession of a valid California Driver's license (or the ability to obtain one) and the ability to drive a motor vehicle to off-campus sites

<div align="center">OR
An equivalent combination of education and experience</div>

D. Physical/Other Requirements
This position requires verbal and written communication with individuals as well as small and large groups; data analysis, comparison and synthesization; attention to detail; logical / linear thinking; 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; visual comparison and acuity; sitting for long periods of time; adaptability; exposure to various temperatures.

E. Knowledge, Skills & Abilities
1. Knowledge of concepts, practices, technology, resources and procedures commonly used in developing, implementing web sites and web applications. Including but not limited to: HTML, XHTML, CSS, ASP, JavaScript & PHP
2. Knowledge of database design concepts, server operating systems, software applications and programming languages used to develop and implement web-based, database driven applications
3. Strong experience in website production utilizing a good knowledge of current best practices, W3C standards, ADA 508 standards and cross browser compatibility
4. Understanding of web usability, information architecture, navigation and design priorities associated with web sites, as well as familiarity with current web trends and the underlying technologies of both static and dynamic sites. *(Experience with education websites is a plus)*
5. Ability to collect data and analyze trends, consumer behavior, site usage and performance

6. Ability to prepare for and perform training sessions for users at a variety of skill levels
7. Ability to work in dynamic environment and complete multiple projects simultaneously
8. Graphic design ability and design sense for creating aesthetically pleasing user interfaces
9. Ability and willingness to work as part of a team to promote the effective use of web technology
10. Ability to analyze situations accurately and adopt an effective course of action and outcome evaluation
11. Skill in written and oral communication, including composing of technical documentation
12. Skill in respectful, sensitive communication with people at various levels in the organization who are diverse in their cultures, language groups, and abilities

(2/2015)