

## WEB ADMINISTRATOR

### GENERAL DESCRIPTION OF CLASS

Under the direction of an administrator or manager, the Web Administrator builds, implements, tests, maintains, and administers the District's intranet and internet web presence and related applications. The Web Administrator works with a variety of internal stakeholders to ensure the deployment of an integrated suite of web applications and content across the District's website. This position supports the District's marketing and communication goals, works within established website design frameworks and provides guidance and updates regarding new or updated design elements and digital strategies. The Web Administrator serves as a key member of the Web Steering Team. The incumbent oversees and coordinates training for website users to ensure consistency, accessibility, usability and compliance with applicable standards. The position serves as a liaison between Marketing, Information Technology, and District departments to ensure the District's online presence is positive, professional, accessible and representative of the mission, vision, and goals in support of educational opportunities for the community. The incumbent exercises independent judgement and initiative and technical expertise in executing the essential responsibilities of the position.

**REPRESENTATIVE DUTIES:** The duties recorded below are representative of the duties of the class and are not intended to cover all the duties performed by 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 class. The essential duties of the class are indicated with an asterisk \*.

### BASIC FUNCTION:

Under the direction of an administrator or manager, the Web Administrator will design, develop, test, implement, maintain, and administer the District's Intranet and Internet Web presence. The Web Administrator will take responsibility for the successful deployment of the integrated suite of applications and content on the District's website and will act as a liaison between the Marketing, Information Technology, and District departments. Provides support to web content managers.

1. Responsible for the overall Content Management System (CMS) administration and user management.\*
2. Performs responsible and complex work involving the use of independent judgment and personal initiative to develop, modify, and update the content of the District's website. \*
3. Assists in the development and maintenance of the strategic plan for the District's Web presence. \*
4. Assists in developing and refining the objectives for the District's Website through consultation with constituencies, stakeholders, management, and steering committees. \*
5. Reviews and evolve intranet and extranet web architectures to meet the objectives of the website in collaboration with the Web Steering Team. \*
6. Provides support for the District's social media platforms and marketing efforts with unique links, website embeds, analytical tracking, and special feeds for events like the College Commencement.\*
7. Reviews architectural considerations including but not limited to content, navigation methods, links, display templates, content display designs, and web policies. \*
8. Ensure that the content of webpages remains current, accurate, and consistent with real-time information; fields web help form requests and evaluate proposed content changes/additions/deletions; proactively proposes updates for departments and divisions on semi-regular basis.\*

9. Reviews website security protocols; implements and ensures website security and data privacy. \*
10. Reviews and evolves template designs that specify display standards for departmental webpages in collaboration with the Web Steering Team, departments, and web content managers. \*
11. Evaluates the effectiveness of the District and college's web presence in meeting the goals of the District and expectations of constituencies. \*
12. Develops and maintains specified content on webpages. \*
13. Monitors and analyzes website performance, including trends and traffic data, to identify opportunities for improvement. Reviews and enhances new or updated webpages to ensure alignment with branding, design standards, and visual quality, including graphics, formatting, layout, and overall aesthetics. Makes recommendations to update content or design elements to encourage and increase website engagement.\*
14. Tests websites across browsers, operating systems, and devices; identifies issues, troubleshoots, and debugs pages and fixes broken links and/or images. \*
15. Employs and monitors Search Engine Optimization (SEO). \*
16. Assists department users in developing and displaying content by facilitating group training, one-on-one assistance, and managing consultant support, as required. \*
17. Maintains a log of designated employees with web user access and assigns web server access accounts as directed. Provides training and ensures that assigned users maintain their web pages in accordance with website governance and operating procedures. Assists in the development and implementation of methods and policies to support consistent and effective web content management.\*
18. Collaborates with other IT teams in the procurement, configuration, and maintenance of software and hardware relevant to District web presence to maintain fault tolerant web servers. \*
19. Diagnoses, troubleshoots, and corrects problems with technical system functionality and content display. Ability to communicate and coordinate resolution with vendors to assist with all website needs.\*
20. Coordinates with web application developers such as database applications, streaming media, etc. to achieve system functionality that meets District web objectives and ensures the successful deployment of these applications on the web. \*
21. Coordinates with content developers and managers from departments to ensure that their content meets District web objectives. \*
22. Communicates with constituencies, stakeholders, and management regarding information on the District's web presence. \*
23. Develops methods to assess the compliance of District web pages with established templates and policies. \*
24. Develops methods to efficiently identify non-functioning URL hyperlinks on the District's website. \*
25. Develops appropriate interfaces with online search engines to maximize navigation of District websites. \*
26. Ensures that the District's website is accessible for individuals with disabilities and special populations and provides education and training on the importance of accessibility and how to produce materials that are considered accessible under federal and state law. Uses software to check pages for accessibility errors and correct them.
27. Organizes work in a project structure suitable for managing projects, schedule, and performance milestones to achieve objectives and stay on schedule. \*
28. Provides periodic reports to management regarding status of schedule and performance.\*
29. Performs research and analysis on emerging web technologies. \*

30. Interacts with diverse populations and constituencies in a wide range of situations requiring judgement, tact, and diplomacy. \*
31. May serve on a variety of District committees as requested.
32. Performs other duties as assigned.

**MINIMUM QUALIFICATIONS****EDUCATION/EXPERIENCE:**

- Bachelor's Degree\* in Computer Science, Web Design, Web Development, or related discipline; **AND**
- Two (2) years of experience directly related to the duties and responsibilities of the position; **OR**
- Associate's degree\* in Computer Science, Web Design, Web Development, or related discipline; **AND**
- Four (4) years of experience directly related to the duties and responsibilities of the position.
- **OR**, any combination of education, experience, or training which would provide the required qualifications for the position.

\*Degree education equivalency is a 1 to 1 equivalency, one year of responsible work experience related to the classification for each full year (24-30 units) of college.

**LICENSES, CERTIFICATES, SPECIAL REQUIREMENTS:**

- May be required to travel for various off-site meetings, trainings, conferences, and/or events in support of the overall objective of the position.

**DESIRED QUALIFICATIONS: (remove if no DQs exist)**

- World Organization of Webmasters (WOW) Certified Professional Webmaster (CPW) or equivalent certification.
- International Association of Accessibility Professionals (IAAP) Certified Professional in Accessibility Core Competencies (CPACC)

**KNOWLEDGE, SKILLS, AND ABILITIES: (May be acquired through education, training, and/or experience.)****Knowledge of:**

- Previous experience with Content management Systems (CMS), such as OU Campus or Cascade CMS.
- District and college policies, procedures, rules, and regulations related to the area of assignment.
- California Education Code and Title V as it relates to the area of assignment.
- Family Educational Rights and Privacy Act (FERPA).
- Web production, project management, visual design, image editing, optimizing graphics for the web, information architecture, marketing, user interface design, and user experience, among other practices commonly utilized.
- IT Security, content management systems, applications, and tools.
- Website Accessibility Testing/Compliance software and methodologies.
- File system maintenance methods and file conversion techniques.
- Web analytics and SEO, website management tools, modern web browser capabilities, operating systems, and web server technology such as Microsoft IIS, Apache; Current authoring languages, HTML 5, JavaScript, FTP, SSH, Content Management VPN and CSS and middleware programming.
- Databases and database integration, e.g., Oracle, SQL Server, and Open Database Connectivity (ODBC).

- Microsoft web development tools; and Americans with Disabilities Act (ADA) and Rehabilitation Act of 1973, Section 508 requirements regarding the design of Web access for individuals with disabilities.
- Elements of standard American grammar usage, spelling, vocabulary, and punctuation.
- Basic mathematics.
- Composing, proofreading, and preparing correspondence.
- Record-keeping, filing, file sharing, and filing system methods and techniques.
- Effective communication skills, both verbal and in writing.
- Computer software programs, applications, databases, and Enterprise Resource Planning (ERP) systems; computer hardware and peripheral equipment related to the area of the assignment; Microsoft Office Suite (Word, Excel, Outlook, and PowerPoint). Microsoft Office Suite (Word, Excel, Outlook, and PowerPoint).
- Modern office practices, procedures, methods, and techniques.

**Ability to:**

- Independently perform the essential responsibilities of the position.
- Understand and apply District and department policies and procedures related to the area of assignment.
- Integrate local, state, and federal laws and regulations related to the area of the assignment.
- Learn, interpret, and apply District policies and procedures related to the area of assignment.
- Read, understand, learn, interpret, and apply rules, regulations, policies, and procedures related to the area of the assignment.
- Use basic composition, page layout, art, and presentation packages such as FrontPage, MS Word, Excel, PowerPoint, QuarkXpress, Illustrator, Photoshop.
- Identify, troubleshoot, and analyze website issues.
- Take the initiative to organize work and accomplish objectives.
- Understand and conduct verbal and written instructions and direction.
- Effectively communicate both verbally and in writing.
- Communicate clearly and concisely, both verbally and in writing.
- Maintain accuracy and pay close attention to detail in a fast-paced environment of changing priorities.
- Update and maintain files, file sharing, filing systems, and records accurately and completely.
- Compose correspondence and reports related to the area of assignment.
- Use discretion and handle students, staff, and faculty in a diplomatic manner.
- Generate creative ideas and make presentations to a diverse audience.
- Plan, organize, and manage projects involving shared governance and/or committee involvement and participation.
- Diagnose technical problems and accurately develop solutions.
- Make sound decisions, exercising good judgment.
- Update and maintain records, files, file sharing, and filing systems.
- Prepare and generate a variety of standard and ad-hoc reports and spreadsheets.
- Plan, organize, and prioritize workload to meet schedules and timelines.
- Complete work assignments according to established deadlines.
- Maintain and follow schedules, calendars, and timelines.
- Update and maintain records, files, file sharing, and filing systems accurately and with confidentiality.

- Exercise problem-solving and critical thinking skills related to the scope of authority.
- Utilize keyboarding skills commensurate with the required functions for this position.
- Effectively and fluently utilize computers to perform advanced-level document production including the complex formatting of documents, creating charts, establishing and maintaining databases, and spreadsheets.
- Utilize computer software programs, applications, and databases; computer hardware and peripheral equipment related to the area of assignment.
- Communicate with students, staff, and the public in person and via a variety of communication modalities using various technology resources.
- Work with diverse populations.
- Establish and maintain cooperative and effective working relationships with those contacted during the course of work.
- Develop and train District web authors.
- Implement, communicate, and encourage compliance with the District's web governance standards and Style Guides

**RELATIONSHIPS WITH OTHERS:**

The incumbents in this class are in daily contact with department, college, District faculty, staff, administrators, students, vendors, and the public, as needed.

**SUPERVISION EXERCISED and/or RECEIVED:**

The incumbents in this class may provide guidance to staff and/or short-term temporary employees. The incumbents in this class may provide work directions and/or guidance to student workers and may be directed at doing so by the assigned manager or other administrative superiors.

The incumbents in this class receive general supervision from the assigned manager or other administrative superiors. Supervision is provided regarding the interpretation and application of District, college, and/or department policies and procedures, applicable state, and/or federal regulations. Work is usually performed independently and reviewed by supervisors as needed to ensure accuracy, completeness, and compliance with practices and regulatory standards.

Incumbents in this class follow policies and guidelines as outlined by the District, college and/or departmental procedures, policies, and directives.

**PHYSICAL AND MENTAL DEMANDS:**

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

- **Physical Demands**

While performing the duties of this classification, the incumbent is regularly required to sit, walk, and/or stand, speak, or hear, both in person and by telephone. Use hands repetitively to finger, handle, feel or operate standard office equipment; reach with hands and arms; and occasionally lift and carry up to twenty-five pounds. must frequently sit and/or stand for long periods of time; dexterity of hands and fingers to operate a variety of computer and office equipment, The incumbent may be required to bend at the waist, kneel and/or crouch; move about the college or District site(s).

Specific vision abilities required by this job include close vision and the ability to adjust focus and view a variety of computer screens, printed documents, and instructions.

- **Mental Demands**

While performing the duties of this class, the incumbent is regularly required to use written and oral communication skills; read and interpret data, information and documents; analyze and solve problems; observe and interpret people and situations; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks; use math/mathematical reasoning; perform highly detailed work under changing priorities and deadlines on multiple concurrent tasks; work with frequent interruptions, and interact with District and/or college faculty, staff, management, administrators, students, educational institutions, and others encountered the course of work.

**WORK ENVIRONMENT AND CONDITIONS:**

- **Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

The incumbent works under typical office conditions, and the noise level is usually quiet.

- **Working Conditions**

Work is performed primarily indoors where minimal safety considerations exist.

**Butte Glenn Community College District (BGCCD) IS AN EQUAL OPPORTUNITY EMPLOYER:**

To accomplish this job successfully, an individual must be able to perform, with or without reasonable accommodation, each essential function satisfactorily. Reasonable accommodation may be made to help enable qualified individuals with disabilities to perform the essential functions.

Butte Glenn Community College District is committed to creating a diverse workforce focused on equity, inclusion, and accessibility for all faculty, staff, administrators, managers, and students. The District is dedicated to building an environment that supports our diverse student populations providing opportunities to mentor, encourage, and prepare our students to be successful in the world and expose them to global perspectives. Our District community of professionals is devoted to enriching our students' lives by bringing to light a variety of ways to engage and discover their individual and collective paths through education.

**BGCCD is** committed to the principles of equal employment opportunity. It is the District's policy to ensure that all qualified applicants for employment and employees have full and equal access to employment opportunities and are not subject to discrimination in any program or activity of the District on the basis of ethnic group identification, race, gender, color, language, accent, citizenship status, ancestry national origin, age, sex, religion, sexual orientation, transgender, parental status, marital status, veteran status, physical or mental disability or medical condition, or on the basis of these perceived characteristics.