MODESTO CITY SCHOOLS

JOB DESCRIPTION

WEB DESIGNER/DEVELOPER

DEFINITION:

Under the direction of the Manager-Software Development, design, develop and maintain District and school websites; manage the web servers and web-enable access to data and software applications on servers; create graphics, execute layouts, script complex functions, and program within a Cascading Style Sheets (CSS) development schema; integrate with various technologies such as C#, Java, XML, PHP, MS SQL Server, CFML, and IIS.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Design, develop, test and deliver web sites, applications and components based on specific requirements and in accordance with department and web standards; write content and integrate third party applications.
- Design aesthetics of websites applications, components and related materials; determine proper template layouts for web sites to maximize effectiveness and meet District and school site strategies, goals and objectives.
- Strategically implement images, color, font and other elements' into website design to enhance user engagement and highlight content being provided.
- Organize, structure and label content in an effective and sustainable way.
- Develop project requirements, design, delivery processes, status reports, testing and deployment.
- Ensure that assigned website User interface design has elements that are easy to navigate, access, understand and use.
- Design and assure functionality of links, online forms, and scripts.
- Utilize best practices and design methods to ensure the success of projects.
- Coordinate the development and maintenance of both internal and external websites.
- Create web applications and components from the requirements stage, through design, and production deployment.
- Monitor and troubleshoot the performance of the District web-based resources, related applications and programs; resolve issues as assigned via call logging and defect tracking.
- Recommend, implement and administer security measures to protect District web-based resources.
- Provide technical support for school sites and Departments for web based applications.
- Maintain source code integrity and security by utilizing source control software and following established data handling protocols.
- Keep accurate documentation for District websites and web-based resources; update documentation as processes are changed or modified.
- Operate and utilize computers with various application software, languages and utilities used in web design; operate a variety of office equipment; drive a vehicle to conduct work.
- Attend and participate in meetings and conferences; plan and conduct trainings; create training materials; provide technical support and guidance to administrators, staff and end users.
- Maintain various records, files and logs related to websites and assigned activities; assist with systems analysis.
- Collaborate with District stakeholders to ensure that the District's external web presence adequately reflects the mission and goals of the School District.

OTHER DUTIES:

- Perform related duties as assigned.

REQUIRED QUALIFICATIONS:

Education and Experience:
- Any combination equivalent to: bachelor's degree with course work in website design, computer programming or related field and two years in the design, development and programming of websites.

Licenses and other Requirements
- Valid California Class C Driver's License.
- Must provide DMV printout within five work days of offer of employment.
- Maintain participation in CA DMV Assessment System/Automatic Pull Program.

DESIRED QUALIFICATIONS:
- Five years of increasing responsibility in successful enterprise level web design and development.

Knowledge of:
- Principles, practices and procedures of website design and implementation including front-end and back-end development experience.
- Seamless integration of front-to-back-end functionality.
- Computer graphics, page layout, image scanning, JavaScript, CSS, SQL, Adobe creative suite, HTML development, text editors, scripting, database design and applicable programming languages and software used in web page development.
- Windows server operating systems and networking object oriented programming concepts and design patterns.
- Website programming languages, utilities and applications used within the organization.
- Best practices around information security and access protocols.
- Enterprise content management systems.
- Oral and written communication skills.
- Correct English usage, grammar, spelling, punctuation and vocabulary.
- Interpersonal skills using tact, patience and courtesy.
- Operation of computers and related software.
- Technical aspects of field of specialty.
- Record-keeping techniques.

Ability to:
- Establish, develop and maintain websites in support of District and school site strategies, goals and objectives.
- Design and assure functionality of links, online forms, surveys and scripts.
- Apply principles and techniques of computer programming and data structuring to specific problems or requests.
- Demonstrate proficiency in designated computer programming languages.
- Compose, review, proofread and edit website script and copy.
- Design and implement a variety of website features and applications.
- Train and provide technical support to staff and end users.
- Analyze complex administrative and data systems, identify problems and develop logical conclusions and effective solutions.
- Establish and maintain cooperative and effective working relationships with others.
- Determine and implement appropriate size and arrangement of graphic features and copy.
- Meet schedules and time lines.
- Communicate effectively both orally and in writing to both technical and non-technical users.

- Operate computers and a variety of specialized software used in web design/development.

<u>WORKING CONDITIONS:</u>

<u>Work Environment:</u>
- Indoor/Office environment.
- Driving a vehicle to conduct work.

<u>Physical Demands:</u> The physical demands described here 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 functions.
- Dexterity of hands and fingers to operate a computer keyboard.
- Seeing to read a variety of materials.
- Sitting for extended periods of time.
- Hearing and speaking to exchange information.

The information contained in this job description is for compliance with the Americans with Disabilities Act (A.D.A.) and is not an exhaustive list of the duties performed.

Cabinet Approved: 9/17/13

Board Approved: 10/21/13

FLSA Status: Exempt