PERALTA COMMUNITY COLLEGE DISTRICT   - April 26, 2001

CLASSIFIED JOB DESCRIPTION

WEB CONTENT DEVELOPER
(SEIU Local 1021 Salary Range 094)
Job Code: 90

CLASS PURPOSE

Under the direction of the Director of Marketing, Public Relations and Communications., is responsible for writing, editing, developing and maintaining information on the Districts worldwide web site. This position coordinates with graphc artists, college department and Information Technology personnel to oversee the accuracy and quality of the websites.

WORK SCHEDULE

This is normally a full-time position with a work schedule of five days and 40 hours/week. Duties are performed 12 months a year. May be required to work some evenings and Saturdays during peak periods, such as registration, audits, fiscal year end, graduation, etc.

EXAMPLES OF ESSENTIAL DUTIES:

Any one position may not include all of the duties listed nor do listed examples include all tasks which may be found in positions of this class. To perform this job successfully, an individual must be able to perform each essential duty of the position satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions required for the position.

- assists with the management and development of District and college worldwide websites to support a number of initiatives includingmarketing and communications, student recruitment, customer/administrative services, curriculum, distance education, as well as other web-based information provisions

- researches, writes, edits, posts and implements content information for use on District and college internet and intranet sites

- coordinates with graphic artists and others to prepare web pages and templates for use by District and college departments, programs and administration

- confers with users for content and maintain currency on web technologies for possible inclusion into the website

- posts material to the District mainframe and other servers; provides links to web sites; works with District and college computer networks; and coordinates procedures with Information Technology Services personnel

- updates information and appropriate links on the District and college websites and keep current with relates resources and search engines

- scans photographs and other graphic elements to accompany text for websites or in printed publications

- ensures that District and college websites are stable, well-designed, effective to use and keep up to date, has a consistent look and feel, is properly maintained, and identifies ways to improve the usability of District and college sites

- Performs other related duties as required.

MINIMUM QUALIFICATIONS

1. Associate's Degree from an accredited college in journalism, marketing, information technology or a related field and two (2) years experience in internet development, website design, HTML, marketing, communications, technology, or publications with an emphasis on using technology and writing; or an equivalent combination of training and experience that could likely provide the desired knowledge and abilities to perform the duties of the position

2. Experience developing and implementing webpages, particularly those with interactive and multimedia components

3. Ability to communicate technical concepts in plain language and collaborate with staff whose expertise lies in other areas

4. Knowledge of HTML, Java, Javascript, ActiveX, Shockwave, Dream Weaver, Fire Works, Director and Shell scripting, as well as multimedia development tools, applications and production process are essential

5. Expertise in standard software such as Microsoft Office and Adobe products and hands-on experience in multi-platform environments

6. Knowledge of web design, development and implementation

7. Knowledge of methods and techniques of public relations, technical, news writing, marketing and advertising copy

8. Knowledge of correct English usage, grammar and spelling, punctuation and vocabulary

9. Ability to effectively communicate orally and in writing

10. Ability to evaluate, install and use software for programs for writing, editing and compiling scripts

11. Ability to create, maintain and update internal and external webpages, sites and online forms

12. Ability to operate computer equipment and other associated equipment, such as a scanner, digital and standard camera and other computer-related equipment

13. Understanding of, sensitivity to and respect for the diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of Peralta Colleges' students, faculty, staff and community.

DESIRABLE QUALIFICATIONS

- Bachelor's Degree from an accredited college or university in journalism, marketing, information technology or a related field.

ENVIRONMENTAL DEMANDS

- Occasional work performed alone
- Constant work around and with people

PHYSICAL REQUIREMENTS

- Occasional standing, walking, stooping, kneeling, squatting, and climbing stairs
- Occasional lifting and carrying up to 15 lbs.
- Occasional pushing and pulling up to 20 lbs.
- Occasional twisting of body
- Occasional use of manual dexterity
- Occasional use of tactile acuity
- Occasional use of visual acuity from a distance, with depth, and for color
- Frequent work at a rapid pace
- Frequent reaching, high, low, and level
- Frequent audio acuity at all ranges, including speech
- Frequent visual acuity for reading
- Constant sitting
- Constant use of clear oral communication

TOOLS AND EQUIPMENT USED

- Standard Office Equipment.

Revised: N/A