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	Job Code:	J1465
	Original Date:	07/2005
	Last Revision:	10/2016
	Staff Type:	Classified
	FLSA status:	Non-exempt
	Salary Range:	29

San Diego Community College District
CLASSIFICATION DESCRIPTION

<u>Title</u>: **Web Designer**

<u>Unit</u>: **Office Technical**

DEFINITION

Under the direction of a Dean or assigned supervisor or manager, manage, coordinate, and provide support for all instructional information projects undertaken that utilize Internet or other web-based technology as a primary component of delivery; serve as an advisor to the faculty and administrators on Internet and Intranet based technologies; coordinate services provided to faculty to enable them to develop web-based instruction that enhances teaching and learning, both in on-campus and distance-education formats.

EXAMPLE OF DUTIES

1. Maintain the official campus website, ensuring that it fully supports the mission of the District, follows appropriate W3C recommendations for semantic markup and web design, and is in compliance with ADA and 508 regulations relating to accessibility.

2. Coordinate the activities of classified staff or hourly workers assigned to support web-based information services and instructional delivery. Coordinate all administrative functions and technical support services related to unofficial faculty websites maintained on servers under the provisions of district policies and procedures. Assist faculty members to establish websites to support course enrichment. Provide appropriate training for faculty and staff on the provisions of district policies and procedures; coordinate the modification and maintenance of campus websites.

3. Advise management on web-based technologies that can be used to enhance instruction and student learning outcomes or to improve the marketing of the campus to the general public.

4. Interact with faculty and staff to improve learning and teaching by applying instructional development processes. Design, modify, and evaluate multimedia, Internet, and video instructional packages and other instructional media.

5. Coordinate with campus administrators and department staff to ensure that appropriate technologies and staff are available to support online instructional development and course delivery. Develop training and support for ancillary technologies that interact with 'e-learning systems' and develop appropriate support services for Close Captioning and other technologies as they relate to online instruction.

6. Evaluate a variety of teaching methods and strategies that relate to web-based instruction and support services; recommend appropriate use of Internet/Intranet technology in the classroom. Serve as a resource person and internal consultant to administration, faculty, and staff members to help them effectively utilize emerging technologies in instructional settings.

7. Assist campus administrators and school faculty members to plan for and implement instructional technology related to curriculum development and delivery that will be included in new building construction, with particular emphasis on the appropriate use of Internet-based services and technologies that can be used to support instruction.

8. Maintain thorough and up-to-date knowledge in the fields of Information Technology, Internet Technology, and Instructional Design, with particular emphasis on the Internet and multimedia technologies.

9. Advise on web-based instructional technologies; assist in developing appropriate online surveys and data collection services to support campus-level data collection documenting Student Learning Outcomes.

10. Serve on the Information Technology Committee and other appropriate campus and district committees.

11. May coordinate, direct, and lead faculty and administrators in campus efforts to design, develop, create, and produce campus and district websites.

12. Perform other duties as assigned.

DESIRABLE QUALIFICATIONS

Knowledge:
Applicable sections of local, State, federal, and international laws, including California Education Code.
Common web development tools and programming.
Current web design standards, regulations, laws, and trends.
District and department/program goals/objectives, policies, procedures, requirements, rules, and regulations.
English usage, grammar, spelling, punctuation, and vocabulary.
Information technology and design with particular reference to Internet, Intranet, multimedia technologies, and web-based applications.
Oral and written communications skills.
Solid understanding of web applications, Cascading Style Sheets, and XHTML as established in W3C recommendations.
Technologies, design standards, and administrative procedures required to maintain compliance with ADA and 508 regulations as they relate to the Internet and online instructional programs.
Web design, graphic design, and information architecture.

Skills and Abilities:
Apply district rules, policies, and procedures.
Communicate effectively both orally and in writing.
Conceptual development and creativity in capturing concept.
Design, modify, and evaluate multimedia, Internet, and video instructional packages, multimedia modules, and other instructional media.
Establish and maintain effective working relationships with others.
Evaluate technology as it relates to teaching methods and strategies.
Hand code CSS and XHTML using appropriate support programs or text editors.
Meet schedules and time lines.
Plan and organize work.
Problem solving and outstanding interface design skills.
Sensitivity to and understanding of diverse academic, socioeconomic, cultural, and ethnic backgrounds of post-secondary students.
Provide work direction to others.
Use various web and desktop software applications.
Work confidentially with discretion.
Work independently with little direction.

Training and Experience:
Any combination of training and experience equivalent to: satisfactory completion of 15 semester units of courses, or two years of increasingly responsible experience related to Web Design, Computer Science, Information Technology, or Digital Design and a digital portfolio demonstrating competence in CSS and XHTML.

WORKING CONDITIONS

Physical Requirements:
Category III

Environment: Favorable, usually involves an office.

10/2016