



Job Classification Description

WEB MASTER/LSC VSC UP – PAT Bargaining Unit

GRADE 11

BASIC FUNCTION

To coordinate and ensure the ongoing maintenance and currency of the website and to serve as the primary contact for web-based issues.

CHARACTERISTIC DUTIES & RESPONSIBILITIES

- Create and maintain academic department and library web pages.
- Work with individuals assigned to maintain departmental websites to ensure that currency and consistency of design are maintained.
- Maintain database driven institutional website.
- Design and modify lower-level web pages using HTML, JavaScript and PHP languages, based on templates and graphic standards established by the Web Advisory Committee and approved by the Deans' Council. Coordinate the testing and rollout of new web pages.
- Develop web applications and online forms for faculty and staff as needed.
- Using HTML, JavaScript, PHP and other web languages, assume primary responsibility for the maintenance and currency of all web pages, with priority given to the home page, pages aimed at prospective students, and the other role-based portal pages. This will include continuous monitoring for and addressing problems with download speed, bad links, and inappropriate postings.
- Create and update web protocol and provide related web editor training.
- Create and maintain a web master manual that details all the steps and techniques necessary to maintain the LSC website.
- Provide technical support to faculty and staff related to website management.
- Respond to all inquiries or comments addressed to the web master.
- Confer regularly with the LSC Web Advisory Committee regarding design and content of LSC pages.
- Maintain, monitor, and provide statistical data regarding the usage of VSC administrative web pages and web server performance.
- Keep up-to-date on emerging and evolving web technologies, including HTML, JavaScript and PHP.
- Supervise student workers and develop programs for internships.
- Perform related duties as assigned.

SUPERVISION RECEIVED

The LSC web master will report to the Dean of Institutional Advancement and will work closely with the Web Advisory Committee and with Information Technology Services.

MINIMUM QUALIFICATIONS

Bachelor's degree in computer-related discipline plus training and experience in web design, or a combination of education and experience from which comparable knowledge and skills are acquired. Understanding of web-based marketing, particularly in relation to higher education, a plus.

- Expert web server management skill – Microsoft IIS.
- Extensive knowledge of web content management systems.
- Strong object-oriented programming skills.
- Ability to write web applications.
- Proficient in and experience with HTML, Java and PHP.
- ASP.NET, PHP, FLASH Action Script, CSS, and Javascript.
- Proficiency with database management – MSSQL & ODBC
- Movie editing skills – Creating flash movies, editing existing movies, and changing file formats.
- Ability to identify, diagnose, and address website problems,
- Ability to work as part of a team and to maintain strong working relationships with external design consultants; LSC faculty, staff, and administration; and the VSC web master.
- Strong organizational, planning, and prioritization skills; flexibility to rethink priorities as need arises.
- Strong oral and written communication skills.
- Understanding of the importance of a strong customer focus aimed at students, faculty, staff, and others.
- Ability to think creatively and to innovate.

This general outline illustrates the type of work which characterizes the job classification. It is not an all-encompassing statement of the specific duties, responsibilities, and qualifications of individual positions assigned to the classification.