JOB DESCRIPTION

JOB TITLE: Webmaster

REPORTS TO: Dean of Institutional Technology

BASIC FUNCTION: Responsible for building, managing and maintaining standards-compliant websites and mobile web apps. Duties also include the assessment, planning, training, implementation, and other related activities associated with the creation and maintenance of College web pages and administration of interactive displays on all campuses.

CLASSIFICATION: Managerial and Other Academic Personnel

DUTIES AND RESPONSIBILITIES

1. Under the direction of the Dean of Institutional Technology and in close collaboration with the Marketing and Communications department, serves as the lead for content management, and content management integration for the College websites.

2. Creates technical designs, writes code for modifications and new functionality, creates technical documentation for all work, and develops and executes test strategies and test plans.

3. Responsible for all internal and external web environments. Upholds web standards and provides best practices for the College websites.

4. Responsible for the design and development of new modules, as needed.

5. Establishes standard processes including workflow, approvals and publishing; integrates systems and key web services; manages source control; automates common administrative tasks and provides tools and processes regarding user provisioning, access control and workflow.

6. Assists and coordinates with the marketing team and other College stakeholders on web page content, design, and programming.

7. Coordinates with the Executive Director of Management Information Services to provide all web services and applications needed to interface with the Statewide Student Advising and Academic Support System through the Florida Center for Advising and Academic Support (FCAAS).

8. Answers or forwards to appropriate administrator any website-related communication from users.

9. Communicates with the Network Manager regarding technical requirements of the College websites and upcoming projects or events related to the website.
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10. Analyzes traffic to the website and recommends any necessary changes to facilitate better search engine optimization.

11. Provides technical support and conducts training for website contributors and editors.

12. Recommends to the Dean of Institutional Technology policies for the College’s web presence by incorporating all relevant laws and regulations.

13. Provides support for modules on the mobile app and serves as a back-up administrator for the College’s mobile presence.

14. Converts submitted documents to web friendly format and ensures that materials meet approved standards.

15. Reviews websites for security issues and keeps up to date on best practices for website security.

16. Performs other duties as assigned.

MINIMUM QUALIFICATION:

Required: Associate’s degree and at least three years experience creating complex Web sites; proficiency in Git, Drush, HTML5, CSS, PHP, MySQL, Javascript, and Adobe CS Suite or comparable development software. Experience should include building highly functional sites in Drupal 7; strong analytical, technical, and organizational skills; knowledge of browser capability and compatibility, responsive design, SEO practices, content management, and Web standards; ability to communicate technical and complex information to all types of audiences; ability to work collaboratively; must have initiative, flexibility, and ability to meet deadlines.

Preferred: Bachelor’s degree with a minimum of one year of related experience.

file: Webmaster
new: 7/19/99; 9/29/14