

SANTA CLARA COUNTY OFFICE OF EDUCATION

CLASS TITLE: WEB DEVELOPER

BASIC FUNCTION:

Under assigned supervision, the Web Developer designs, writes, develops, implements and maintains Internet and Portal sites of the County Office of Education; locates and identifies resources for the educational community and serves as a website resource to SCCOE, school site and district office personnel and other customers; develops and maintains websites and portals that leverage the capabilities of web browsers and a range of desktop and mobile devices.

REPRESENTATIVE DUTIES:

The following duties are examples of assignments performed by incumbents in this classification. It is not a totally comprehensive list of duties, nor is it restrictive regarding job assignments.

ESSENTIAL DUTIES:

Designs, writes, develops, implements and maintains web sites and portals of the Santa Clara County Office of Education; establishes, develops and maintains websites in support of COE Branches, departments and programs; determines proper artistic and visual layout for web sites and portals to maximize effectiveness and meet technology strategies, goals and objectives; assure compliance with established guidelines.

Develops and maintains websites and portals that leverage the capabilities of browsers and a range of desktop and mobile devices, using ASP.Net, Microsoft SharePoint, MS Expression Web, Photoshop, DreamWeaver, Core FTP and Content Management Systems; monitors the performance and capacity of web-based systems; analyzes website statistics and generates usage reports on a regular basis, using findings to refine and improve website performance.

Creates, develops and maintains on-line databases, on-line applications, forms and utilities using PHP, HTML, CSS, MySQL, Java, JSP, Javascript, and Ajax.

Creates user accounts and trial accounts; assists school, district staff and customers in purchasing subscriptions for educational web sites; contacts vendors, receives quotes and facilitates the billing process and other technical or related issues.

Writes original text and creates original graphics for websites; updates web information and appropriate links on the County Office website; remains current with related resources and search engines.

Converts submitted materials to web-based documents; monitors the day-to-day operation of the web site, including web addresses, domain services and the transfer, testing and updating of web-based material.

OTHER DUTIES:

Performs related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Principles, practices and procedures of website design and implementation.
Graphics design, editing, page layout, video encoding, multimedia content, HTML, CSS, scripting, database design and programming languages and software used in web page development.
Website programming languages, utilities and applications used within the organization.
Practices, procedures, resources and applications used for web applications.
Principles and techniques of computer programming.
Policies and objectives of assigned programs and activities.
Oral and written communication skills.
Correct English usage, grammar, spelling, punctuation and vocabulary.
Interpersonal skills using tact, patience and courtesy.
Operation of multi-platform computers and related software.
Record-keeping techniques.
Basic mathematics.

ABILITY TO:

Establish, develop and maintain websites in support of designated advertising and promotional functions.
Design and assure functionality of links.
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.
Analyze and review customer requirements.
Design and implement a variety of website features and applications.
Establish and maintain cooperative and effective working relationships with others.
Evaluate tools and technology trends.
Meet schedules and time lines.
Communicate effectively both orally and in writing.
Operate multi-platform computers and devices and a variety of specialized software used in web design and management.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: college-level coursework in Internet and web design/development and two years of experience developing and maintaining a website working with HTML, Macintosh and Windows operating systems, online text based on graphical interfaces, computer graphic and network hardware and software, and INTERNET protocols.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

WORKING CONDITIONS:

ENVIRONMENT:

Office environment.

PHYSICAL DEMANDS:

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.

Personnel Commission Approval: January 8, 2014

Revised: 8/9/23



Marisa Perry
Director III – HR / Classified Personnel Services

Date: 8/9/23