GENERAL PURPOSE
Under direction, performs a wide variety of advanced professional duties in the research, design, implementation and maintenance of District-wide web sites and applications; ensures the effectiveness of web site performance; works with departments and users to understand and assist them in addressing business, administrative, academic and student needs and issues through use of web-based technology solutions; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS
Web Developer II is the advanced professional class in the web development class series. An incumbent independently performs complex and highly responsible professional duties involving the planning, design, development, testing, implementation and maintenance of District-wide web sites and applications and their associated security requirements to meet information sharing, business, administrative and academic objectives for both internal and external customers. An incumbent is responsible for creating web site architecture, features, functionality and design, while other District staffs are responsible for developing and maintaining materials and information made available on District sites.

Web Developer II is distinguished from Web Developer I in that an incumbent in the former class independently performs the more complex analysis and development responsibilities associated with web site architecture and functionality and serves as project leader for web development projects.

ESSENTIAL DUTIES AND RESPONSIBILITIES
The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

1. Identifies and analyzes customer requirements for new or modified Internet/Intranet sites and associated applications; evaluates design and technology alternatives based on customer requirements; defines database requirements, functionality and utilization; creates conceptual design frameworks; develops project specifications including database and programming specifications; designs and develops application database structure, tables, entity relationships and security privileges; designs screens, menus, navigation tools and report formats; writes web-based applications, HTML and other code and scripts for web site applications; tests web applications to ensure displays meet ease of use and flexibility standards, execute properly for multiple browsers and comply with ADA accessibility requirements; ensures designs make efficient use of network and database resources.
2. Ensures a consistent brand across all District web sites and on-line applications; develops visual layout and graphic design standards and templates for use on websites and applications; develops and installs marketing banners.

3. Ensures functionality, integrity and security of sites and applications; develops, reviews and integrates new web pages, graphics and other elements; creates online help functions, including application documentation; coordinates web site and web application development with other departments and business areas to ensure consistent look and feel of content.

4. Researches and evaluates new web technology, products, hardware and tools to optimize development and functionality of web sites and applications; monitors and prepares reports on web site traffic and by employees and customers.

5. Conducts complex systems analysis, business process analysis and design studies; prepares concept and design specifications and management reports; develops and recommends cost-effective technical system improvements; coordinates work with other professional staff responsible for applications development and administration, network administration and database administration to ensure that District web site architecture, functionality and design are consistent with all information technology strategies.

6. Performs web administration duties, including server administration, administration of SSL certificates and monitoring event logs and researching incursions and attacks; administers SQL server databases, including creating accounts and maintaining security protocols.

OTHER DUTIES

1. Develops system documentation and training materials; trains customers on new applications; educates departments on uses of web technologies; performs troubleshooting and technical support for web sites and applications.

2. Develops and recommends proposed technology solutions by arranging demonstrations, performing technical research, providing technical input to evaluation committees and participating in the evaluation process.

3. Prepares various reports and materials as required.

4. Stays abreast of industry trends and changes in information technology to keep knowledge and skills current.

QUALIFICATIONS

Knowledge of:

1. Principles, methods and techniques of systems analysis and design.

2. The systems development life cycle.

3. Systems design principles and applications development methodologies and tools.
4. Programming theory and operating systems capabilities and constraints applicable to the District’s technology environment.

5. Current and emerging Internet/Intranet technologies and associated products, tools and equipment.

6. Principles, methods and techniques in website architecture and design.

7. Standard web programming and graphics mark-up languages.

8. Network architecture and principles and practices of network design.


11. Website usability concepts, such as navigational aids, knowledge management and information rendering.

12. Principles and practices of applications database design and development.

13. Basic principles and practices of systems administration, applicable to assigned responsibilities.

14. Federal, state and local laws, codes and regulations pertaining to the use of internet technologies.

15. Methods and techniques for preparation of systems and customer documentation.

16. Project management tools and techniques, including preparation and management of detailed project schedules and metrics and change management and control.

17. Methods and techniques for troubleshooting website, applications and network problems.


19. Principles and practices of sound business communication.

**Ability to:**

1. Perform business process analyses and reach sound, logical conclusions regarding customer needs and business requirements.

2. Understand and apply the analysis of functional requirements to the development of systems proposals, specifications and recommendations for efficient, cost effective web technology solutions.

3. Conceptualize practical web-based solutions to District, department, student and other customer requirements.

4. Plan and complete projects efficiently and in accordance with District quality standards.

5. Troubleshoot and resolve website, application, database and network problems.

6. Prepare clear, concise and accurate systems documentation and reports of work performed.
7. Make sound independent judgments within established policy and guidelines.
8. Communicate clearly and effectively orally and in writing.
9. Coordinate work effectively with other departments responsible for web site content.
10. Keep technical skills current to meet continuing web development assignments.
11. Establish and maintain effective working relationships with deans, administrators, managers, faculty, students, staff, consultants and others encountered in the course of work.

**Education, Training and Experience:**
A typical way of obtaining the knowledge, skills and abilities outlined above is graduation from a college or university with a major in computer science, management information systems or a closely related field; and five years of progressively responsible experience in systems analysis and applications design, including at least two years of experience in the development and uses of web technologies; or an equivalent combination of training and experience.

**Licenses; Certificates; Special Requirements:**
A valid California driver's license and the ability to maintain insurability under the City’s vehicle insurance policy.

**PHYSICAL AND MENTAL DEMANDS**
The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Physical Demands**
While performing the duties of this class, employees are regularly required to sit; talk or hear, in person and by telephone; use hands repetitively to finger, handle, feel or operate computers and other standard office equipment; and reach with hands or arms. Employees are frequently required to walk and stand. Employees occasionally stoop, kneel, bend, crouch or crawl and lift up to 50 pounds.

Specific vision abilities required by this job include close vision, use of both eyes, ability to distinguish basic shades and colors and the ability to adjust focus.

**Mental Demands**
While performing the duties of this class, incumbents are regularly required to use oral and written communication skills; read and interpret complex data, information and documents; analyze and solve complex problems; use math and mathematical reasoning; learn and apply new skills or information; perform highly detailed work on multiple, concurrent tasks; work under changing deadlines with frequent interruptions; work effectively as a team member, alternating
between differing team roles and assignments on a regular basis; and interact with deans, managers, faculty, students, staff, consultants and others encountered in the course of work.

WORK ENVIRONMENT
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Employees work under typical office conditions and the noise level is usually quiet. Some assignments may expose employees to risk of shock and radiation.