

WEBSITE DEVELOPER

DISTINGUISHING FEATURES OF THE CLASS: This is a specialized technical position focused on developing and maintaining effective, functional websites that align with the mission and operational objectives of various clients. Responsibilities include ensuring compliance with usability and accessibility standards. The work is performed under the general supervision of a higher-level administrator. Does related work as required.

TYPICAL WORK ACTIVITIES:

Designs, develops and deploys effective, functional, responsive websites tailored to the needs of clients, ensuring alignment with instructional goals, organizational branding and federal accessibility standards;

Provides ongoing support by maintaining and troubleshooting client websites to resolve technical issues, enhance performance and implement updates in consultation with website management platform support teams and client technology staff;

Maintains current and comprehensive technical expertise in website management platforms (content management systems) utilized by diverse clients through consistent participation in platform-specific training and update sessions;

Plans and refines website architecture, visual design and content strategy to optimize user experience and reflect client's mission and services;

Updates and modifies website content in response to client requests or to reflect evolving industry standards and best practices;

Investigates emerging technologies and digital tools and designs and integrates innovative web-based features and services to enhance client websites;

Supports the creation of foundational website structures tailored to the specific services and functions required by each client;

Analyzes usage patterns to assess the effectiveness of client websites and identifies opportunities for improvement;

Diagnoses and resolves technical issues related to website functionality and performance to ensure seamless user experiences;

Ensures all websites comply with established usability standards and accessibility regulations to support inclusive access for all users;

Evaluates current web development practices and recommends updates to procedures, policies or strategic approaches to enhance efficiency, compliance and innovation in website design and delivery;

Responds to inquiries from clients regarding the functionality, navigation and use of their websites, providing clear and supportive guidance;

Proactively gathers user feedback to support ongoing enhancements to the website experience;

Partners with client teams to ensure content remains accurate, up-to-date and easily accessible through proactive collaboration;

Stays informed on emerging trends, tools and technologies in web development, including advancements in hardware, software and design practices to ensure solutions remain current and effective;

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Organizes and maintains relevant documentation and files and prepares reports, as needed;
May provide occasional training to designated client staff on how to update website content.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of website and web application design, development and implementation; thorough knowledge of the principles, practices and techniques of website and web application programming and analysis; good knowledge of current and emerging industry standard hardware and software used in internet and website design and development; good knowledge of modern terms and procedures used in the design and development of websites; good knowledge of the technical components of website creation including HTML, JavaScript and Cascading Style Sheets (CSS); working knowledge of the principles and practices of artificial intelligence (AI) platforms in an effort to enhance communication, training and public relations efforts; ability to analyze and evaluate new software and technologies for current and future websites; ability to stay updated on web industry trends, tools and technologies; ability to train others on editing and maintaining website content; ability to prepare reports and maintain records; ability to communicate effectively, both orally and in writing; ability to possess problem solving and project management skills.

MINIMUM QUALIFICATIONS:

1. Graduation from high school or possession of an equivalency diploma and six (6) years of paid work experience in the design or development of websites as the major function of the work (major function is defined as 50% or more of the day-to-day work experience); or
2. An Associate's degree in Computer Science, Information Technology, Web Development, Graphic Technology, Graphic Design, Computer Graphics, Management Information Systems or comparable degree and four (4) years of paid work experience in the design or development of websites as the major function of the work (major function is defined as 50% or more of the day-to-day work experience); or
3. A Bachelor's degree or higher in Computer Science, Information Technology, Web Development, Graphic Technology, Graphic Design, Computer Graphics, Management Information Systems or comparable degree and two (2) years of paid work experience in the design or development of websites as the major function of the work (major function is defined as 50% or more of the day-to-day work experience).