SANTA CRUZ COUNTY OFFICE OF EDUCATION

WEB TECHNICIAN AND DIGITAL MEDIA PRODUCER

DEFINITION

Under general direction, perform the complex and involved tasks of web site design and development, website maintenance, managing a web server, and web-enabling access to data and applications on servers.

EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES

Create and modify web pages and post them on Internet and servers using Open Source software.

Communicate with a variety of users who want content published in web format.

Create and edit text, graphics, animation, audio and video files, compose narrative and supporting materials, and upload to web servers.

Convert files between various formats including word processing and spreadsheet documents to Adobe PDF. Process digital video for the web with an understanding of bandwidth issues. Mark up information received electronically to HTML.

Produce, edit and publish video content promoting SANTA CRUZ COE programs.

Collaborate with the Network Manager to manage SANTA CRUZ COE web servers and web applications.

May provide functional and technical work direction to technical staff.

Utilize graphic design software to develop marketing materials for programs across the SANTA CRUZ COE.

Link web sites to multiple databases to provide dynamic content and manage links to ensure they remain current. Collaborate on communication and social media strategies to promote the SANTA CRUZ COE.

Create backend tags optimized to increase search engine ranking. Develop strategies to support SEO.

Train staff in the maintenance of web information to ensure dynamic content.

Ability to convert old, legacy code to current standards. Develop and implement standards for web sites, and evaluate programs and procedures according to these standards, thereby ensuring the web sites conform to standards.

Develop technical architecture of web sites including scripting, database design, and user interface design.

EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES (continued)
Design for mobile friendly, accessibility and device independence.

Maintain cross-platform and cross compatibility ensuring web site accessibility from a variety of different environments.

Troubleshoot, diagnose and repair web problems.

Other duties as assigned.

JOB RELATED AND ESSENTIAL QUALIFICATIONS
The requirements listed below are representative of the knowledge, skill, and ability required.

Knowledge of:
Technical procedures, current software programs, web server software and databases, image scanning and manipulation, social media, graphic design, and digital multimedia tools and software including video.

Web site management on Open Source platforms, advanced HTML including style sheets, media queries optimized for different view ports, accessibility standards, templates, complex tables, menus, and content management systems.

Basic composition, development, page layout, productivity and presentation package software.

Streaming technologies, interactive languages and technologies.

Internet standards and protocols, database development, relational database design and database protocols.

Social media platforms, best practices, and conventions.

Modern office practices and methods including Microsoft and Google Suites.

Skill and Ability to:
Plan and organize work to meet schedules and timelines.

Work as part of a web team and accept supervision within a broad framework of standard policies and procedures.

Exercise good judgment, flexibility, creativity, and sensitivity in response to changing situations and needs.

Communicate clearly and concisely, both orally and in writing.

Skill and Ability to (continued):
Establish and maintain cooperative and effective working relationships with diverse backgrounds and be able to translate technical information in an easily understandable and patient way.

Basic understanding of PHP, Javascript, and hashtags.

Create HTML files and convert various formats into HTML5, PDF formats, Content Management Systems, such as Drupal Word Press, CSS, cascading style sheets, etc.

Transfer files to and from a web server. Manage programs which allow users to view and/or manipulate data residing on a server through a web browser.

Interpret and apply complex technical publications, manuals and other documents.

Research, compile, and analyze data and information; troubleshoot and solve problems quickly and accurately.

Translate functional requirements to technical design and development projects.

Program forms and implement scripts using program languages.

Research, recommend, learn and integrate new technologies including new database, spreadsheet, and word processing systems and presentation managers.

Continuously explore, learn and implement cutting edge technologies into the websites.

EDUCATION AND EXPERIENCE
Any combination of education, training, and experience that would likely provide the required knowledge and skills is qualifying. A typical way to obtain the required knowledge and skills would be:

Education:
Associate's Degree (A.A.) or equivalent from a two-year college or technical school with major coursework in computer science or a related field. Bachelor's Degree preferred.

Experience:
Two years of experience in web development/design or related field.

License or Certificate:
Possession of, or ability to obtain, a valid California driver's license and appropriate vehicle operation insurance.

SPECIAL REQUIREMENTS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. Essential duties require the following physical skills:

While performing the duties of this job, the employee is regularly required to sit for extended periods of time; stand and walk short and long distances; occasionally to frequently lift and carry 20-35 lbs.; bend; frequent and repetitive use of hands (keyboarding), hear, speech/language processes; ability to use computers and other technological equipment for extended periods of time; use of telephone. Specific vision abilities required by this job include close vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

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