

PRINCIPAL WEB ADMINISTRATOR

Class Code	OT Status	EEO Category	Represented Status	Salary Grade	Effective Date	Status	Pages
	Exempt	Professional	Supervisory	81	01/28/04	Class. Admin.	1 of 2

DEFINITION: Under general direction of a higher level manager, using highly significant skills for this series, creates web sites and serves as the District’s primary technical expert on intranet and internet issues; ensures that District sponsored websites adhere to established policies, procedures and guidelines for the posting of graphics and text on District websites; develops and monitors the performance of the District’s intranet and internet World Wide Web presence; and supervises District electronic messaging and work flow functions. Provides direct supervision over assigned professional and administrative support staff, and performs other related duties as required.

DISTINGUISHING CHARACTERISTICS: This classification serves as the highest level in this series and has supervisory responsibility for District intranet, internet, electronic messaging and workflow functions; serves as the District’s primary technical expert in these functional areas; ensures that District sponsored websites adhere to established policies, procedures and guidelines for the posting of graphics and text on District websites, and develops and monitors the performance of the District’s intranet and internet World Wide Web presence. A Senior Web Administrator serves at the journey-level and is responsible for developing complex architecture and layouts of web pages, assembling and posting graphics and text, monitoring the performance of websites, and handling the day-to-day maintenance of websites for an assigned location. A Web Administrator performs functions similar to the senior level, but at an apprentice level.

EXAMPLES OF DUTIES/ESSENTIAL FUNCTIONS: Duties/essential functions may include, but not be limited to, the following:

- Serves as the District’s primary technical expert on website construction, design, and functionality.
- Designs and develops the architecture, layout and functionality of websites.
- Maintains and monitors the performance of websites and troubleshoots and resolves operational issues.
- Coordinates the gathering of information for placement on web pages.
- Reviews and edits information to be posted to a website and ensures that posted information is visually consistent with District established graphic standards.
- Updated the content and layout of web pages.
- Advise customers on issues concerning content and presentation of information on District websites.
- Develops, recommends, and implements policies and procedures governing the District’s web presence, including the posting of material on college websites.
- Designs systems for data base generation, formats and presents data, and monitors and maintains web based data collection systems.
- Writes and maintains on-line documentation
- May evaluate the applicability of emerging information technology and serve as the project lead when implementing new web-based technologies.
- Manages District electronic messaging and workflow systems.
- Plans, develops and oversees the work of assigned professional and administrative support staff.
- Evaluates the effectiveness of web activities and implements service improvements and modifications.
- Prepares various highly complex reports on operations and activities
- Participates in the selection of staff, coordinates staff training and conducts performance evaluations.
- Travel to District work sites and other locations.
- Performs related duties as assigned.



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MINIMUM QUALIFICATIONS:

Knowledge Of: Principles and practices of web page and web site construction and maintenance; Industry standard Web based programming languages; Features and capabilities of web sites; Principles of graphic presentation and design in a web based environment; Electronic messaging and workflow functions; Standard business English, grammar and spelling; Data base software; Basic statistics; Software used in the development, monitoring and administration of a website; and, Principles of supervision, team building, conflict resolution, performance appraisal, and program management.

Ability To: Develop the architecture and layout of complex web pages; Effectively coordinate the gathering of information to be posted to a location website; Develop and update web page content; Assimilate and organize information in a logical, consistent manner; Communicate in a clear, concise manner to a variety of audiences; Meet deadlines; Review and edit the proposed content of web pages; Effectively present information on the World Wide Web; Maintain effective working relationships with staff, students, and the public; Effectively advise customers on the data collecting and information dissemination capabilities of a website; Prepare clear concise reports; Stay current with emerging trends and technological advances in the web design industry; Exercise sound independent judgment; Accurately interpret, explain and implement pertinent District and departmental policies, procedures, laws and rules; Write clear and concise complex reports, memoranda, policies and letters and prepare them using a personal computer and appropriate software; Develop comprehensive plans independently; Complete multi-faceted projects, activities and/or functions with good attention to detail; Lead, mentor and train lower level staff; and, Plan and prioritize work; Analyze technical problems, evaluate alternatives and make sound recommendations and decisions.

Education/Training: Equivalent to completion of a BA/BS degree from an accredited college or university with major course work in computer science, business, or a related field.

Experience: Two years of experience as a web administrator in an intranet/internet environment. Additional experience may be substituted for up to two years of the required education on a year for year basis.

License/Certification: A valid Class C California Driver’s License.

Actions: Newly created classification adopted by the Governing Board on 01/31/01. Amended 01/28/04, M.S.C. 3.1.5