WEB AND MEDIA DESIGN SPECIALIST

DEFINITION

Under general supervision of the assigned administrator, design, construct, and maintain District and college websites.

TYPICAL DUTIES

Research, write, and edit content information on District and college internet and intranet sites in a variety of formats, ensuring consistency with District standards and industry best practices; ensure that websites are well designed, responsive and properly maintained; identify ways to improve usability of websites; provide programming, design support and database integration for the web-based content management system and similar web applications through the use of relevant scripting and programming languages; design, construct program and implement web page templates; design, produce, modify, and evaluate multimedia, web-based presentations, and other media applications to include audio, video, graphic, web publishing, digital photography, imagery, web design and programming; serve as a resource for faculty and staff; develop and present workshops and tutorials on the use of the web-based content management systems; oversee the work of temporary employees; perform related duties as required.

QUALIFICATIONS

EXPERIENCE

Two years of experience using programming languages common in web page development and content editing. Experience with web design and publication and application of computer-based multimedia for instructional or training purposes, including experience in using courseware, multimedia authoring systems, development and production software and equipment, digital imaging, audio, and video.

EDUCATION

Bachelor's degree from an accredited institution in instructional design, educational technology, instructional communications, computer information science, media communication or related fields, or an Associates degree in computer science or related discipline plus two additional years of qualifying experience.

KNOWLEDGE OF

Principles of and techniques used for design and maintenance of web sites; software applications including web development, word processing, graphics, authoring, spreadsheet, database, and multimedia specific packages for a variety of platforms; scripting and programming languages common to content management systems and similar web applications; computer data file methods, computer operation concepts, and standards relating to programming and documentation; databases and other data storage methods common to content management systems and similar web applications; media product design principles and practices; computer-based multimedia technologies; web publishing; video technologies; instructional methods and training techniques including curriculum design principles, learning theory, group and individual teaching techniques, design of individual development plans, and test design principles; learning styles and environments; the structure and content of the English language including the meaning and spelling of words, rules of composition, grammar, and recordkeeping.
SKILLS IN
Working with new material or information to grasp its implications; developing approaches for implementing an idea; using logic and analysis to identify the strengths and weaknesses of different approaches; knowing how to find information and identify essential information; listening to what other people are saying and asking questions as appropriate; creating, filing, and retrieving records; managing one’s own time and the time of others.

ABILITY TO (ESSENTIAL FUNCTIONS)
Perform the essential functions of the position; sustain regular work attendance; work cooperatively and effectively with the public, students, faculty and staff; exercise initiative and mature judgment; work as a member of a team; meet schedules and time lines; manipulate electronic equipment to design and produce multimedia, web and video packages, including digital editing and production organization; adapt to changing technologies; effectively learn and use software packages, establish best practices in that software, and communicate these practices to faculty and staff; provide programming, design support and database integration for content management systems and similar web applications; organize projects; perform research; work independently; understand information and ideas presented orally and in writing; communicate information and ideas orally and in writing so others will understand; maintain records and make technical reports as required.

TYPICAL EQUIPMENT USE (May include, but not limited to)
Current office technologies including computers, printers, copiers, faxes and telephones; other equipment common to the field to which the position is assigned.