



Connecticut State  
Colleges & Universities

**Connecticut State Community College**  
**Job Description**  
**Web Services Associate**

**Salary Level:**  
**CCP14 (Subject to Willis)**

**Date Approved/Revised:**  
**6/3/22**

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**Position Purpose:**

The Web Services Associate helps to implement and maintain the CT State Community College website(s). This entails responding to feedback, developing and designing web page content, and adhering to W3C standards based HTML5 and CSS.

**Supervisory and Other Relationships:**

The Web Services Associate works under the direction of the Web Services Coordinator and is part of the CT State marketing unit headed by the Executive Director of Communications and Strategic Marketing. The position is required to have cooperative and collaborative relationships with communications staff, CSCU office counterparts, and members of the CT State marketing unit including the Regional Marketing Directors and/or their Regional Associates, Deputy Director for Organizational Communication & PR, the Social Media Specialist, Graphic Designer, printing services and Center for New Media staff.

The incumbent is expected to represent the College in a manner which enhances the College's image in the public and which is appropriate to the dignity of the institution.

**Examples of Duties:**

The following examples of duties illustrate the general range of tasks assigned to the position, but are not intended to define the limits of required duties. Other essential duties may be assigned consistent with the general scope of the position:

- Maintain and provide updates, additions and redesign as necessary for the ctstate.edu website and affiliated sites.
- Implement strategy for managing incoming requests for content updates from CT State departments, programs and twelve campuses.
- Ensure that the ctstate.edu website reliably and seamlessly allows visitor access to the CT State course catalog, CT state application and other system-wide assets including Alma and Primo library services platforms.
- Work with teams operating systemwide platforms such as CRM Recruit, Acalog, mycommnet, Blackboard, IT/Help Desk and online courses to ensure seamless integration and troubleshooting.
- Provide support for college Foundation(s) websites and their integration with ctstate.edu.
- Support the production of web analytic and Google analytic reports and collaborate on improvement strategies for best results.
- Implement technical and content SEO best practices
- Support and monitor the integration of social media, email marketing, lead development and conversion of visitors into applications
- Maintain an accessible website that complies with Web Content Accessibility Guidelines (WCAG) 2.1 and is fully usable by people with a wide range of abilities.
- Organize, write and edit web page content

### **Professional Participation and Development:**

In addition to the accountabilities listed above, the incumbent is required to carry out the essential duties of:

- Attendance and participation at convocation, commencement and honors ceremonies;
- Service on assigned committees and taskforces;
- Attendance and participation at, committee, staff, informational and professional meetings.

### **Qualifications:**

Incumbents must possess proven ability to effectively work with a culturally, linguistically, and ethnically diverse faculty, staff, and students. They are expected to have excellent oral and written communication skills along with strong Information technology literacy skills such as Microsoft Office (Word, Excel, Outlook, Teams etc.)

Incumbents are required to have demonstrated advanced knowledge and abilities in the following:

- Building web applications in the LAMP (Linux, Apache, MySQL, PHP) environment
- Craft and WordPress CMS
- Web Content Accessibility Guidelines (WCAG) 2.1 and Web Accessibility Initiative - Accessible Rich Internet Applications (WAI-ARIA).
- Inclusive web design, content management, databases, web page scripting, programming, and web development, preferred.
- Understanding of user pattern behaviors
- Familiarity with other web-based systemwide platforms (CRM Recruit/Advise, Acalog, mycommnet, Blackboard, Alma and Primo library services).
- Working both independently and collaboratively in a team environment reporting to the Web Services Coordinator

These skills and abilities typically are acquired through a combination of education, training and experience which would include a Bachelor's degree in a relevant field and up to 3 years of experience in website maintenance and database management; or a combination of education, training, and experience, leading to the competencies required for successful performance of the position's essential duties.

### **Work Environment:**

The incumbent typically performs work in offices, conference rooms and in locations where groups of students, faculty and staff gather. The work does not, normally, involve any significant physical effort. The incumbent may travel to public sites to make presentations as well as travel to regional or central meetings and conferences.