



**Connecticut State Community College**  
**Job Description**  
**Web & Technology Specialist**

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

**Date Approved/Revised:**  
Rev 2. 8/24/23

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**Position Purpose:**

The Web & Technology Specialist helps to implement and maintain the CT State Community College website(s). This entails maintaining web function and content, under the direction of senior members of the Digital Marketing Services team.

**Supervisory and Other Relationships:**

The Web & Technology Specialist reports to the Assistant Director of Web Services. The position is required to have cooperative and collaborative relationships with all members of the CT State marketing team. This may also require collaboration with the campus-based communications/public relations positions.

**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:

- Implement updates, additions, and redesign as necessary for the college website and affiliated sites
- Implement process for incoming requests for content updates from CT State departments, programs, and campuses
- Adhere to W3C standards
- Work with teams operating enterprise platforms, such as those used for course delivery, student information, catalog productions, etc. to ensure seamless integration and troubleshooting
- 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
- Monitor the integration of social media, email marketing, lead development and conversion of visitors into applications
- Create web applications, as assigned

**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.

These may involve attendance at evening or weekend events, within contractual limits. The incumbent is expected to maintain currency in the position's required fields of professional expertise and competencies through professional

development or other self-directed means of skills training and acquiring knowledge of emerging technologies, developing knowledge bases and trends in higher education. The incumbent is required to maintain complete confidentiality of student records and other information of a confidential nature as required by law.

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

- Building web applications
- Website content management systems
- Website programming languages
- Accessibility guidelines
- Inclusive web design, content management, databases, web page scripting, programming, and web development, preferred.
- Understanding of user pattern behaviors
- Familiarity with the college's enterprise platforms
- Accepting constructive criticism and incorporating feedback
- Demonstrating attention to detail

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. The incumbent may travel to central office meetings and conferences. This position may be assigned to the college office or a campus location. Reasonable accommodation will be made for persons with physical limitations.