Connecticut State Community College
Job Description
Assistant Director of Web Services

Salary Level: CCP 18 (Subject to Willis)
Date Approved/Revised: 1/30/23

Position Purpose
The Assistant Director of Web Services manages the day-to-day activities of a team of web content developers and web associates providing strategic oversight, leadership, mentoring, and workload management for a diverse set of initiatives and projects.

The Assistant Director will use contemporary software tools and methods to plan, implement and maintain the CT State Community College website and associated portals. This entails liaising with various client groups; soliciting/analyzing/responding to user needs and feedback; developing and designing web page content, framing the underlying file/data structure of the website; managing the website’s content; creating W3C standards based HTML5 and CSS, and developing using CMS such as Craft, Joomla, WordPress, PHP, MySQL, and JavaScript.

Supervisory and Other Relationships
The Assistant Director of Web Services typically works under the direct supervision of the Director of Digital Services for Connecticut State Community College (CT State). The position supervises web services associates. The position will also assist the Director of Digital Services in managing the assignment and completion of work by contracted agencies and freelance professionals.

The position is required to have cooperative and collaborative relationships with CSCU web development, the web content and accessibility coordinator, IT, library, communications staff, as well as graphic designers, and social media coordinator. The incumbent will also maintain working relationships with web development staff at the four Connecticut State Universities and Charter Oak State College.

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 Assistant Director of Web Services is responsible for managing the routine technical, creative, and administrative business of running the CT State website’s back and front ends; implementing website architecture and graphic web page designs and templates; applying and maintaining accessibility standards to the website and assisting in the assessment of website efficacy. 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:

• Reviews pages with his or her team to ensure accuracy and readability, and make recommendations for copy changes if needed.
• Meets with possible vendors for web products and services that might be needed. The Assistant Director makes purchases for the web-related tools using a P-Card. All purchases will be tracked monthly.
• Interacts with the web team on a regular basis, including setting up meetings, etc.
• Is the main point of contact with website development contractor.
• Maintains and provides updates, additions and redesign as necessary for the ctstate.edu website and affiliated sites.
• Develops and implements strategy in collaboration with the Director of Digital Services and Web Content & Accessibility Coordinator for managing incoming requests for content updates from CT State departments, programs and twelve campuses.
• Ensures 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.
• Works with teams operating systemwide platforms such as CRM Recruit, Acalog, MyCommnet (Ellucian), Blackboard, IT/Help Desk and online courses to ensure seamless integration and troubleshooting.
• Provides or supervises the provision of support for college Foundation(s) websites integration with ctstate.edu.
• Consults with the Director of Digital Services on web analytics and Google analytic reports and collaborate on improvement strategies for best results.
• Implements technical and content SEO best practices.
• Directs the integration of social media, email marketing, lead development and conversion of visitors into applications.
• Maintains 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.
• Organizes, writes and edits web page content when needed.

All these duties may involve attendance at evening or weekend events, within contractual limitations.

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 task forces;
• 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
• JavaScript and Semantic HTML5/CSS coding techniques
• Craft along with knowledge of WordPress, Joomla and other CMS
• Web Content Accessibility Guidelines (WCAG) 2.1 and Web Accessibility Initiative - Accessible Rich Internet Applications (WAI-ARIA).
• Multiple assistive technologies, including desktop and mobile screen readers and voice recognition and the ability to supervise troubleshooting and user testing.
• 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
• Web accessibility certification with International Association of Accessibility Professionals Web Accessibility Specialist and/or Section 508 Trusted Tester.

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 two to five years of experience in website development and database management, including project management, together with zero to two years of supervisory experience 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. Reasonable accommodation will be made for incumbents and candidates with physical limitations.