Board Approved December 13, 2017
FLSA: EXEMPT

ASSISTANT DIRECTOR, WEB AND PORTAL SERVICES

DEFINITION

Under general direction, supervises, organizes, and coordinates the design, maintenance, and improvement of all present and future Internet and Intranet web & portal sites, including integration to appropriate databases; directs and provides ongoing supervision to Information Technology (IT) web support staff, as well as, to web staff resources across the College, including marketing, administrative, and instructional staff involved in the development and support of the College's website, web servers, and overall web presence; ensures collaboration throughout IT and the College in the coordination, maintenance, and ongoing evolution of the integrated College portal, including all portal content, communications, and instructional components. This position is overtime exempt.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Director, Enterprise Application Systems. Exercises direct and general supervision over assigned staff.

CLASS CHARACTERISTICS

This is a management level classification in the IT Department responsible for the maintenance and ongoing evolution of the College's public website from a centralized web environment to a highly responsive and functional website with content appropriately managed by constituents across the College. This includes the continued critical emphasis on supplying end users the ability to take ownership and management of their web content in a consistent, professional, and timely fashion. The incumbent assumes aggressive project management focused on moving the College web environment to a content management system (CMS) to allow decentralized ownership and maintenance of web content in a highly efficient, professional, and effective manner. This classification is distinguished from other IT classifications by its oversight of the College's web-based information technology and systems.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

1. Assumes manager responsibility for the design, maintenance, and improvement of all present and future internet and intranet websites and related databases.
2. Manages and participates in the development and implementation of goals, objectives, policies, and priorities for assigned functions and projects.
3. Monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; recommends, within departmental policy, appropriate service and staffing levels.
4. Plans, directs, coordinates, and reviews the work plan for the web/portal teams and associated staff; assigns work activities, projects, and programs; reviews and evaluates work products, methods, and procedures; meets with staff to identify and resolve problems/challenges.
5. Manages and oversees the maintenance of all website activities for the College; serves as a technical liaison to all departments and divisions including, marketing, technical research, business development, instructional programs, and related functions.
6. Provides support and lends technical expertise to content developers on web, portal, and database content projects.
7. Provides leadership in the development and implementation of technology supporting learning environments and professional development.
8. Assumes a management role, providing leadership in the production of portal content, use of portal tools and overall richness and integration of the portal experience.
9. Oversees the development of online tools and resources for all staff; increases the effectiveness for online gathering and dissemination of information.

10. Oversees the maintenance of cross-platform and cross-browser compatibility to allow website access from various environments.
11. Supervises routine website audits to maintain consistency of presentation, accessibility, optimal functionality, and proper operation of interactive components and features; monitors and reports on website and database activities and traffic.
12. Selects, trains, motivates, and evaluates technical and professional personnel; provides or coordinates staff training.
13. Serves as the liaison for web & portal services with all divisions, departments, and outside agencies.
14. Serves on a variety of workgroups and committees; prepares and presents committee reports and other documents.
15. Plans, coordinates, and project manages special projects.
16. Manages and administrates the College's Learning Management and student email systems.
17. Oversees planning, development and deployment of Mobile applications.
18. Administers content and maintenance of electronic multimedia messaging and notifications to campus monitors and kiosks.
19. Presents research and projects at industry conferences and training sessions.
20. Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of website and database design.
21. Learns and applies emerging technologies and, as necessary, to perform duties in an efficient, organized, and timely manner.
22. Provides a working and learning environment that is free from prohibited discrimination, harassment and retaliation (DHR), and provided by applicable law and College policies. Attends College mandated DHR training and participates in DHR investigations as directed. Assist in providing information and resources to individuals who bring forward DHR complaints and reporting possible DHR complaints to the Director, Equal Employment Opportunity Programs in Human Resources and other appropriate authority as necessary.
23. Performs other related duties as assigned.

QUALIFICATIONS

Knowledge of:

1. Operational characteristics, services, and activities of a web/portal services program, including design and maintenance in a content management system (CMS) environment.
2. Operational characteristics of Microsoft Windows, Linux/Unix, and related state-of-the-art operating system applications and extensions.
3. Principles and practices used in the design, development, and deployment of database driven websites.
4. Principles and practices of employee supervision, including work planning, assignment, review and evaluation, discipline, and the training of staff in work procedures.
5. Principles and practices of program development and administration.
6. Applicable federal, state, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
7. Methods and techniques of web and portal database programming, and portal and multi-media design, development, and deployment.
8. Web Content Management Systems (CMS) such as OnmiUpdate and others.
9. Design and implementation of global and reusable templates in a CMS web environment.
10. Principles of webpage design utilizing state-of-the-art softwareWeb tools and portal systems such as Ellucian Luminis (uPortal/Liferay), Lotus Domino/WebSphere, Sharepoint, and others.
11. Security procedures and processes in a web portal and RDBMS environment.
12. Principles and techniques of web-based systems accessing RDBMS data.
13. Critical security issues, tools, and techniques related to interactive e-commerce web applications.

14. Modern office practices, methods, and computer equipment and applications related to the work, including word processing, database, and spreadsheet software.
15. English usage, spelling, vocabulary, grammar, and punctuation.
16. Techniques for providing a high level of customer service by effectively dealing with the public, vendors, students, and College staff, including individuals of various ages, disabilities, socio-economic and ethnic groups.

Skills & Abilities to:

1. Work effectively, as part of a technical team, working on web and portal application integration and cross-module integration.
2. Oversee and participate in the management of a comprehensive web services program.
3. Supervise, train, plan, organize, schedule, assign, review, and evaluate the work of staff.
4. Participate in the development and administration of goals, objectives and procedures.
5. Perform technical specification, design, implementation, and integration in support of web content development.
6. Perform programming in SQL, HTML, XML, XLS, JavaScript, and a variety of other languages.
7. Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals.
8. Research, analyze, and evaluate new service delivery methods and techniques.
9. Interpret, apply, explain, and ensure compliance with applicable federal, state, and local policies, procedures, laws, and regulations.
10. Organize and provide leadership to committees and workgroups consisting of a broad range of stakeholders related to web content and design.
11. Utilize internet tools to creating user friendly, secure and effective web application and portal access to Oracle RDBMS.
12. Communicate effectively both orally and in writing at both the technical level and with applications users.
13. Learn new technologies and develop related required skills rapidly and effectively.
14. Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
15. Operate modern office equipment including computer equipment and specialized software applications programs.
16. Use English effectively to communicate in person, over the telephone, and in writing.
17. Understand scope of authority in making independent decisions.
18. Review situations accurately and determine appropriate course of action using judgment according to established policies and procedures.
19. Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:
Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to an Associate's degree from a regionally accredited college or university in computer science, management information systems, or related field, and five (5) years of increasingly responsible experience in computer systems, including support of web applications, online learning management systems, and portal environments as well as in a Linux/Unix operating system environment supporting web application and portal systems.

Experience in an Ellucian Banner/Luminis environment, with Ellucian California Baseline (CALB) enhancements, and with Portal experience in a California Community District environment is preferred.

Licenses and Certifications:

- Possession of, or ability to obtain, a valid California Driver's License by time of appointment.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various College sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Incumbents must possess the ability to lift, carry, push, and pull materials and objects up to 20 pounds.

ENVIRONMENTAL ELEMENTS

Incumbents work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Incumbents may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.