

DIGITAL COMMUNICATIONS AND WEB SPECIALIST SERIES

Series Specification

Digital Communications and Web Specialist Lead Digital Communications and Web Specialist

DEFINITION

This series specification describes two classes used to support District-wide websites. Under supervision of assigned supervisor/administrator, Digital Communications and Web Specialists design, construct, and maintain District and college websites. The Lead Digital Communications and Web Specialist act as leads, and in addition, oversee, manage, design, and maintain District and/or college digital media platforms, including websites and official social media channels, coordinating and executing a cohesive District-wide and/or college digital communications and marketing strategy. Note: Lead positions are for positions that perform lead duties for three or more regular classified staff (does not refer to temporary staff). This class is characterized by technical performance in a specific area of technology with a well-defined scope of responsibility.

The following specialty fields exist in this series:

- Digital Communications
- Web and Media Design

DISTINGUISHING CHARACTERISTICS

Digital Communications and Web Specialist: This is an experienced specialist, who is proficient in executing assigned duties. Under minimal supervision, incumbents perform a wide variety of duties in the development and support of college and District websites, with a specialty area digital communications or web and media design.

Lead Digital Communications and Web Specialist: This is the lead position in this series. Incumbents are proficient in working independently as a lead for three or more regular Digital Communications and Web Specialists, and distinguished by the amount of responsibility, leadership, and discretion exercised, expertise demonstrated, and complexity and scope of work performed; incumbents may have a specialty area.

TYPICAL DUTIES

Digital Communications and Web Specialist (All Levels): 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; 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, and web design; 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 assigned.

- **Digital Communications:** In addition to the above listed duties, oversee, manage, design, and maintain District and/or college digital media platforms, including websites and official social media channels. Work with District and college staff to coordinate and execute a cohesive District-wide and/or college digital communications and marketing strategy with the goal of growing the brand(s) of Los Rios and its colleges and meeting organizational marketing/communications objectives.
- **Web and Media Design:** In addition to the above listed duties, design, construct, and maintain District and college websites by providing 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 programming.

Lead Digital Communications and Web Specialist: In addition to the duties of the Digital Communication and Web Specialist, train, assign and oversee the work of three or more regular Digital Communication and Web Specialists.

QUALIFICATIONS

EXPERIENCE:

Digital Communications and Web Specialist (Digital Communications): Two years of experience in publication and application of computer-based multimedia for marketing and communication purposes, web design, content creation and editing, multimedia programming and technology, digital imaging, editing of video and audio; and, using multiple multi-media platforms and development and production software and equipment.

Digital Communications and Web Specialist (Web and Media Design): 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.

Lead Digital Communications and Web Specialist:

Three years of experience related to the duties of the position; **OR**, one year as a Digital Communications and Web Specialist with Los Rios Community College District.

(One year of experience is equal to 12 months of experience at 40 hours per week. Applicable part-time experience will be converted to the full-time equivalent for purposes of meeting the experience requirement.)

EDUCATION (All Levels): A Bachelor's degree from an accredited institution in instructional design, educational technology, instructional communications, computer information science, media communication or related discipline, **OR**, an Associate's degree in instructional design, educational technology, instructional communications, computer information science, media communication or related discipline plus two additional years of qualifying experience; **OR**, a combination of six years of training and/or experience likely to have provided the required level of knowledge and abilities.

One year of education is equal to 30 semester units. Education must be from an accredited institution.

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; instructional methods and training techniques; test design principles; learning styles and environments; applicable federal, state and local laws, policies and regulations, and office processes and procedures; modern office practices, procedures and equipment; administrative and clerical procedures and systems, such as filing and recordkeeping techniques in a complex business environment; effective customer service skills; how to compose effective correspondence; the structure and content of the English language including the meaning and spelling of words, rules of composition and grammar, and rules for letter and report writing; principles and practices of effective communication; how to train others to perform specific tasks; numbers, their operations, and interrelationships, including arithmetic at the level required to effectively perform the duties of the position; basic principles of leadership, oversight and training.

ABILITY TO

Perform the essential functions of the position; establish best practices in that software, and communicate these practices; manipulate electronic equipment to design and produce multimedia, web and video packages, including digital editing and production organization; sustain regular work attendance; work cooperatively and effectively with the public, students, faculty and staff; exercise initiative and mature judgment; interpret and apply applicable federal, state and local laws, policies and regulations, and office processes and procedures; work as a member of a team; meet schedules and time lines; manage one's own time and the time of others; correctly follow a given rule or set of rules in order to arrange things or actions in a certain order; understand and effectively carry out oral and written directions; effectively communicate information and ideas orally and in writing based on the needs of the audience; read, write and perform mathematical calculations at the level required for successful job performance; be aware of others' reactions and adjust interpersonal skills accordingly; handle personal and private information with discretion; prepare routine correspondence independently; effectively learn and operate equipment and software related to the duties of the position; use technology to effectively perform responsibilities, such as word processing, spreadsheets, databases and desktop publishing; adapt to changing technologies; work successfully with diverse populations; work with minimal direct supervision; effectively train, assign and oversee the work of others.

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.