



**Connecticut State Community College  
Job Description  
Assistant Director of Web Services**

**Salary Level:  
CCP 18 (Subject to Willis)**

**Date Approved/Revised:  
Rev 1. 8/24/23**

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**Position Purpose**

The Assistant Director of Web Services uses contemporary software tools and methods to plan, implement and maintain the college website and associated portals. This entails liaising with various client groups; soliciting/analyzing/responding to user needs and feedback; framing the underlying file/data structure of the website; creating web accessibility standards-based format and function and using relevant web development tools and languages.

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. Uses contemporary software tools and methods to plan, implement and maintain the college website and associated portals; framing the underlying file/data structure of the website; managing the website's content; creating and developing using content management systems. This entails liaising with various client groups; soliciting/analyzing/responding to user needs and feedback; creating web accessibility standards-based format and function and developing using relevant web development tools and languages.

**Supervisory and Other Relationships**

The Assistant Director of Web Services works under the direct supervision of the Director of Digital Marketing Services. The position supervises the day-to-day activities of the web services associate(s). The position assists the Director of Digital Marketing Services in managing the assignment and completion of work by contracted agencies and freelance professionals. The position may oversee student workers.

The position is required to have cooperative and collaborative relationships with CSCU Web Communication and Design, the Web Content and Accessibility Coordinator, the remainder of the Marketing team, and client areas both in the college office and on the campuses.

**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:

- Develop and maintain the college website architecture and develop functional requirements
- Maintain and provide updates, additions, and redesign as necessary for the CT State website and affiliated portals
- Manage the college's website database and maintain the content and design elements required for web page generation
- Work with contracted website host to insure currency, functionality, and security of website server(s)
- Oversee the day-to-day implementation of the web guidelines
- Coordinate Web Services Associate web development and maintenance tasks workload and workflow
- Document, test and maintain all web policies, procedures, and standards
- Assess relevant new standards, technologies, tools, and trends, and formulate strategies and plans for enhancing the site

- Benchmark architecture, design and functionality best practices among higher education and other industry leaders
- Maintain website cross-platform and cross-browser compatibility
- Conduct usability studies, with Web Content and Accessibility Coordinator
- Provide a website help desk service for faculty, staff, and website visitors to answer questions and troubleshoot problems arising from their use of the college website
- Review and recommend web products and services and liaise with vendors
- Ensure that the CT State website reliably and seamlessly allows visitor access to the college enterprise systems and platforms
- May provide Director of Digital Marketing Services with data or access to web analytics, and implement technical and content SEO best practices
- Maintain an accessible website that complies with web content accessibility guidelines and is fully usable by people with a wide range of abilities

### **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.

These duties may involve attendance at evening or weekend events, within contractual limitations. 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
- Web programming languages
- Content management systems
- Web content accessibility guidelines
- 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.
- User pattern behaviors
- College web-based enterprise platforms

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 related, together with up 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. 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 incumbents and candidates with physical limitations.