POSITION DESCRIPTION

| Employee Name: | Position: Web Developer |
| Superviser: Vice President for Communications | Core Hours: 8:30 a.m. to 4:30 p.m. |
| Department: Design and Web Services | Division: Communications |
| FLSA Status: Exempt | FLSA Exemption: Administrative |

**Position Summary:**

Reporting to the vice president for communications and working in collaboration with the creative director and director of communications, the web developer serves as the primary expert for maintaining Albright College’s website. The web developer is responsible for managing and optimizing the college’s website on the Wordpess platform and for ensuring that the site provides content, functionality and accessibility that meet the needs of users – both internal and external. Additionally, the web developer will maintain appropriate security, troubleshoot challenges, monitor web traffic, and guide and support the work of the college’s web content stewards, ensuring that all web content is within brand and implemented with maximum impact.

**Essential Job Functions:**

1. Maintain, expand and enhance the Albright College website.
2. Create new pages, forms, directories, web applications, etc.
3. Monitor and update content in collaboration with Communications team and web content stewards.
4. Implement design navigation and site architecture.
5. Ensure website security through a strong understanding of Internet security principles and secure coding practices.
6. Ensure website stability and efficiency regarding load time, usability, and cross-browser compatibility issues.
7. Regularly provide guidance and support communications for web content stewards.
8. Manage vendors including web host, programming and other professional services.
9. Create other web applications and online marketing initiatives as required, including html email marketing or future iterations of online communication associated with our web construct.
10. Administer campus calendar and other online tools as needed.
11. Partner with Digital Strategies and Infrastructure to ensure full scope tech support.
12. Research current industry web trends and keep Albright at the forefront of the digital curve.
13. Provide monthly reports on web analytics.
14. Perform other duties as assigned.
15. This position may be subject to varying and unpredictable situations that require work outside of core business hours and the ability to work from home when necessary.
Physical Demands:
The physical demands described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to use hands to handle, or feel; reach with hands and arms; and talk and hear. The employee is required to stand; walk; sit; and is occasionally required to climb or balance; stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, peripheral vision, and ability to adjust focus.

<table>
<thead>
<tr>
<th>OCCASIONALLY-0-35% OF TIME</th>
<th>FREQUENTLY-36-74% OF TIME</th>
<th>CONSTANTLY-75% OF TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stand</td>
<td>Sit</td>
<td></td>
</tr>
<tr>
<td>Walk</td>
<td>Lift/Carry/ Push/ Pull 0-10 lbs.</td>
<td></td>
</tr>
<tr>
<td>Drive</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reach</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bend</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Climb</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Crawl</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Squat</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lift/Carry/ Push/ Pull 11-25 lbs.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Work Environment:
The work environment characteristics described here are representative of those encountered while performing the essential functions of this job.

The individual is routinely exposed to indoor conditions, minimum outdoor weather and temperature extremes, and moderate noise level.

Qualifications/Prerequisites:

1. COMMUNICATION
   a. Excellent interpersonal and organizational skills
   b. A collaborative, teamwork approach to fulfilling work projects and institutional goals
   c. A strong service orientation and exceptional attention to details
   d. A self-starter with excellent project management skills
   e. The ability to effectively coach and mentor student workers to assist in web work
   f. The ability to effectively work and interact respectfully within a diverse and inclusive environment

2. SKILLS

   Demonstrated experience in Wordpress CMS:
   a. Creating and modifying Wordpress plugins, themes and templates to best practice standards.
   b. Security standards as they apply to a Wordpress environment.
   c. Migrating content and meta data between themes and sites.
Developing and administering multi-site networks.
b. CSS pre-processors in a Wordpress environment.
c. Developing and slicing of responsive and compliant front-end code
d. PHP and MySQL
e. Server administration

**Strong working knowledge of:**
a. HTML and CSS and the ability to code both
b. Editing, creation of and troubleshooting of CSS stylesheets
c. Javascript, ability to write and troubleshoot scripts
d. Familiarity with multiple web browser environments and their display
e. Creation and maintenance of responsive ADA WCAG 2.0 compliant content and online forms

**Preferred working knowledge of:**
a. Bootstrap / ability to write and/or edit new and existing code
b. Interaction with web server (htaccess, htpasswd, etc.) using the Plesk Onyx interface
c. Email software (Constant Contact, Slate, Emma, et al)
d. Google Analytics
e. Google Custom Search
f. Search engine optimization

**Software knowledge:**
a. Adobe Creative Suite
b. MS Office

3. **EMPLOYMENT EXPERIENCE**
   - At least three years of experience with building and maintaining websites. Previous experience in higher education is desirable.

4. **EDUCATION**
   - Qualified candidates will hold a bachelor’s degree in an appropriate area of specialization.

5. **LICENSES**
   - N/A

<table>
<thead>
<tr>
<th>Employee</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supervisor</td>
<td>Date</td>
</tr>
<tr>
<td>Vice President</td>
<td>Date</td>
</tr>
<tr>
<td>Director of Human Resources</td>
<td>Date</td>
</tr>
</tbody>
</table>

This job description is intended to describe the general nature and level of work performed by people assigned to this classification. It reflects management’s assignment of essential functions; it does not prescribe or restrict the tasks that may be assigned.