

## **JOB DESCRIPTION**

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**Dept:** Marketing Services

**Working Title:** Web Development Specialist (548)

**Date:** January 2015

**Job Class:** 15

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### ***PRIMARY FUNCTION:***

Under the direction of the Manager, Web and Digital Technologies, the Web Development Specialist is responsible for website planning, design and development for the University's websites.

The Web Specialist will research, design and implement web pages, maintains web content and oversees all day-to-day management of the University and departmental websites, ensuring consistency, quality and integrity of all University web page content and design.

### ***JOB DUTIES AND TASKS:***

#### **1. Web Coordination and Planning:**

- a. Coordinate the University website planning, design and development strategies in collaboration with the Web Development team and other University staff to ensure the site is current and up to date at all times.
- b. Coordinate web design projects for divisions, departments, programs and service areas at the University.
- c. Collaborate with the Registrar's office to coordinate the production of the online calendar for the University with responsibility to update with accurate content.
- d. Analyze and formulate ideas to implement how the website fit into Kwantlen's web strategy, ensuring integration and compatibility with the University's overall marketing strategies. Coordinate with key stakeholders to ensure their needs are met. Adapt and revise plans as needed.
- e. Plan, implement and maintain a scalable website structure, including the development of standard tools and templates to facilitate the creation and maintenance of web pages that are consistent with University standards and graphic standard guidelines.
- f. Promote enterprise-wide design, development and use of the web including internet, intranet and extranet.
- g. Play a key role in encouraging a web-based collaborative culture within the University by collaborating with managers and staff in other departments to promote and support adherence to approved website content and the development audit process.
- h. Answer emails that come in through [webcoord@kpu.ca](mailto:webcoord@kpu.ca) and general troubleshooting for issues identified on the web.

#### **2. Web Design and Development:**

- a. Design, develop and maintain Kwantlen websites – oversee and review all pages of websites to ensure the web content and development audit process is consistently being followed.
- b. Review and maintain the University website on an on-going basis to ensure it is easy to navigate and addresses the needs of its target audience.
- c. Conduct research on web design and development, suggest improvements to manager and implement revisions on approval with the goal of maintaining a highly functional, up to date website.

- d. Conduct on-going user research and analysis, evaluate and present findings of results to manager with recommendations for change. Suggest ideas for implementing change if necessary with the intent to continually improve usability of website.
- e. Identify and implement SEO analysis and best practices and incorporate a plan for on-going review.
- f. Develop, implement and test site landing pages to continually improve website traffic and conversion rates.
- g. In collaboration with the manager, develop and implement online marketing and advertising strategies and email campaigns for individual departments or university wide campaigns.
- h. Manage Pay Per Click (PPC) campaigns to achieve optimum ROI for campaign search terms for major search engines.
- i. Circulate accurate and efficient reporting mechanisms for web marketing campaigns. Collect, organize, analyze and detail results. Analyze and report on logging, reporting and traffic measurement tools to drive continuous improvements. Make recommendations for on-going improvement and implementation.
- j. In collaboration with the manager, develop website procedures and guidelines as well as establish criteria for acceptable content - to enable web contributors to publish acceptable and appropriate content on the web.
- k. Provide design and development expertise for the on-going development of the University website and work with manager to propose new ideas for continuous upgrading.
- l. Ensure all University sites/pages meet accessibility guidelines.
- m. Research/recommend new emerging web technologies, development methods, technology advancement and the competitive environment, review with Manager and implement changes when necessary.
- n. Utilize Google Analytics, Google Webmaster Tools, Google Website Optimizer etc to ensure on going tracking and analysis of the University website as well as individual pages.
- o. Implementing content for our Wordpress and Drupal websites.
- p. Create and update images for the web based on marketing materials created by in house graphic designers.
- q. Assume additional responsibilities and duties as assigned by the Manager or Executive Director of department.

### 3. Training and Support:

- a. Provide training and support to contributors from other departments within the University.
- b. Provide users with updated information on changes to guidelines, processes, and website functionality.
- c. Collaborate with IET dept to provide advice/ technical expertise to contributors in other departments
- d. Provide instruction and guidance for auxiliaries and other departmental staff, when required.
- e. Cross train marketing staff to support and grow ongoing web initiatives
- f. Create multimedia assets for the web and act as backup and support for our digital signage system.

### 4. Content Management:

- a. Coordinate and review content and presentation of web contributors within the University.
- b. Ensure content on the website is current and links provided on web pages are functional at all times.
- c. Enforce design standards to ensure the images and designs used on web pages are consistent with the website standards, existing marketing materials and follows the graphics standards guidelines.
- d. Assist contributors from other departments in designing/modifying their web pages and ensure they adhere to all established standards.
- e. Contributes to and promotes a safe, respectful, and inclusive work environment by adhering to University policies and procedures and completing mandatory training programs.

### **SUPERVISION RECEIVED:**

Reports to the Manager, Web and Digital Technologies.

**SUPERVISION/DIRECTION EXERCISED**

Provide training, advice and guidance to staff and faculty contributing to Kwantlen Polytechnic University websites. Provide instruction and guidance for auxiliaries and other departmental staff, when required.

**PHYSICAL ASSETS/INFORMATION MANAGEMENT:**

Develop, enhance and maintain all Kwantlen Polytechnic University website files.  
Develop standards and procedures related to development and maintenance of Kwantlen Polytechnic University websites.

**FINANCIAL RESOURCES:**

Assist with the preparation of cost estimates and input for software/hardware and resources in website development projects.

*The above statements reflect the general details considered necessary to describe and evaluate the principal functions of the job identified, and shall not be construed as a detailed description of all the work requirements that may be inherent in the job.*

**EMPLOYER REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:**

1. Completion of a degree in web design and development or related discipline and 3+ years' experience designing and developing front-end creative web solutions. Equivalent combination of education, 3 years related experience and training may be acceptable with a proven portfolio.
2. Minimum 4 years of demonstrated progressive experience in website planning, design and development.
3. Strong knowledge of and recent experience with designing, developing and maintaining large websites and web-based applications.
4. Strong knowledge of content management platforms (CMS) systems and dynamic, template driven web application development. Experience with Drupal and Wordpress preferred.
5. In-depth demonstrated knowledge of website design software and programming languages including; Flash, HTML5, CSS, javascript, and PHP.
6. Working knowledge of internet protocols and services, such as HTTP/S, FTP, etc
7. Experience with JavaScript frameworks (jQuery, etc).
8. Mastery of SEO-friendly, CSS-based layouts that adhere to W3C standards.
9. Experience with Adobe Creative Suite 5+ (Illustrator, Photoshop and InDesign) and other image editing, graphics and animation tools.
10. Working knowledge and demonstrated experience with Google Analytics, Google AdWords and Google Webmaster Tools.
11. Thorough understanding of usability, accessibility, cross-browser compliance and semantic mark-up.
12. Knowledge and experience with human computer interaction and experience with user centred design methods, interface design and usability testing.
13. Working knowledge of browser standards, common plugins/ helper applications and related design issues.
14. Working knowledge of the following: blogging tools, social media, RSS, XML, webcasting, screen casting, podcasting, third party web services and API's.
15. Exercises a high level of initiative and responsibility with minimal supervision.
16. Demonstrated leadership and project management experience.
17. Demonstrated self-starter who seeks challenges, with ability to work as a team player in a fast-paced working environment and proven ability to organize work, multi-task and work to deadlines.
18. Excellent verbal and written communication skills including the ability to effectively suggest and persuade.
19. Excellent interpersonal skills with demonstrated English language proficiency in spelling, grammar, punctuation and writing skills.
20. Demonstrated ability to exercise a high level of initiative and responsibility with minimal supervision and the ability to maintain a high degree of tact, diplomacy and confidentiality.
21. Strong desire to constantly stay current in the fast evolving field of website design and management.

- 22. Experienced use of technical equipment such as scanners, digital cameras, video cameras, etc.
- 23. Ability to work a flexible schedule including occasional evenings and weekends.

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Knowledge Skills & Abilities revised: Jan 2015

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