

Draft Classification Standards – Rev. 03/29/2024

Web Developer Series

Class Title	Class Code	Issue Date	FLSA
<i>Web Developer I</i>	XXXX	XXXX	<i>Non-Exempt</i>
<i>Web Developer II</i>	XXXX	XXXX	<i>Exempt*</i>
<i>Web Developer III</i>	XXXX	XXXX	<i>Exempt*</i>
<i>Web Developer IV</i>	XXXX	XXXX	<i>Exempt*</i>

OVERVIEW:

Positions in this classification are responsible for designing, developing, and maintaining websites and web applications. This role involves collaborating with cross-functional teams to gather requirements, implement solutions, eliminate security issues, leverage version-control, and ensure the usability and functionality of the university's web presence. Web developers work closely with stakeholders to understand their needs and deliver high-quality web solutions that meet university goals, industry standards, and best practices.

Utilizes various development tools and techniques, such as universal design, responsive design, information architecture, accessibility review, and website effectiveness, to deploy effective website interfaces.

Positions are assigned to classifications within the series based on the scope and complexity of web development activities; degree of independence and judgement; experience, knowledge, skill, and ability required; degree of planning, analysis, and execution required by the position; impact and risk to the university; and nature of supervision received. Higher levels within the series build upon and include the knowledge and skill requirements and work assignments of lower levels within the series.

Web Developer I – Entry-level professional who applies basic professional concepts to resolve problems of limited technical scope and complexity. Normally operates under established guidelines. Assignments may be routine in nature and involve performing various duties related to design, development, and creation of content for websites. Follows standard practices and procedures.

Web Developer II – Professional who applies acquired job skills, policies, and procedures to complete significant assignments, projects, and tasks related to creating, designing, and developing websites and applications requiring moderate technical scope and complexity. Draws from prior experience and knowledge of website development principles and concepts to exercise judgment while developing and customizing web designs and content that support the institution's goals and objectives.

Web Developer III – Professional who applies advanced job skills, in-depth organizational and stakeholder acumen, and project planning skills to design, develop, and maintain websites and applications, and complete related work of significant scope and complexity. Exercises advanced discernment and in-depth knowledge of web development principles to determine appropriate action. May require the development of new approaches, techniques, and innovation to address issues.

* This classification as outlined in this document meets the duties test of the Administrative Exemption. An employee's actual exemption status may differ based on salary rate and actual duties performed.

Web Developer IV – Technical leader with a high degree of knowledge in web development. Problem-solving frequently requires analysis of unique issues or problems without precedent and/or structure and new approaches, methods, techniques, or innovation. Under the direction of management, develops/updates strategic web development strategies, policies, guidelines, and processes.

TYPICAL PROGRAMS, ACTIVITIES, AND CORE FUNCTIONS/DISCIPLINES (May include but are not limited to):

- **Web Development** – Designs, codes, and implements web applications, websites, and digital platforms using programming languages, frameworks, and content management systems. Creates wireframes, mockups, and prototypes to visualize website layouts and functionality. Creates visually appealing and user-friendly interfaces to enhance the user experience.
- **Testing and Debugging** – Conducts thorough testing and debugging of web applications to ensure optimal performance, compatibility, and security across different browsers, devices, and platforms. Performs regular website maintenance, updates, and backups.
- **Content Management** – Collaborates with content creators and stakeholders to ensure accurate and timely updates to web content, including text, images, multimedia, and documents. Creates intuitive and user-friendly website interfaces to optimize website performance and usability.
- **Web Design and Accessibility** – Ensures that web applications and websites are responsive and adaptable to different screen sizes and devices. Implements web accessibility standards to ensure that web content is accessible to users with disabilities. Ensures that web applications and websites function correctly and display consistently across different web browsers and platforms.
- **Mobile Applications** – Creates web and mobile solutions based on design specifications using appropriate tools. Investigates, tests, and recommends the use of new functional design strategies and standards. Translates functional requirements into design specifications. Tests, troubleshoots, and resolves issues encountered during implementation and operational phases.
- **Performance Optimization and Security** – Optimizes web applications for speed, efficiency, and scalability to provide a seamless user experience. Implements security measures to protect web applications from vulnerabilities and potential threats.

DISTINGUISHING CHARACTERISTICS:

- Individuals in this classification typically use content management systems or similar platforms to develop mobile, web, or application interfaces.
- Designs, develops, and maintains the framework and templates for web, mobile, and/or software applications.
- End-users who utilize the applications, sites, or templates to create published content are not appropriate for this classification.

WEB DEVELOPER I

Under direct supervision, performs entry-level professional web development duties to design and implement the layout, visual elements, and information architecture of websites. Performs less complex technical tasks following detailed and established procedures. Work is reviewed for accuracy and soundness of technical concepts.

Work assignments typically include some or all of the following:

- ◆ Supports web infrastructure by providing end-user support, application maintenance, product evaluation, web back-end development, security updates, and internal management tools.
- ◆ Administers and maintains the content management system(s).
- ◆ Works with website owners and content managers to ensure content is accurate, follows accessibility and usability best practices, and complies with standards.
- ◆ Drafts content and designs website components ensuring compliance with web content accessibility guidelines.
- ◆ Conducts thorough testing of websites and web/mobile applications to identify and fix any bugs or issues.
- ◆ Troubleshoots and resolves site performance and connectivity issues, website errors, broken links, and other technical issues.
- ◆ Maintains website analytics tools and configurations.
- ◆ Conducts website audits and implements improvements based on data analysis.
- ◆ Constructs and maintains web customizations and automations.
- ◆ Communicates and escalates service outages.
- ◆ Captures content, digital images, and digital video/audio for use on websites.
- ◆ Prepares recovery procedures, user guides, and other documentation.
- ◆ Stays current on new industry web standards and emerging media technology.

MINIMUM QUALIFICATIONS:

Knowledge and Skill:

- ◆ General knowledge of accessibility standards, guidelines, and regulations as well as proficiency in using accessibility evaluation tools and software.
- ◆ General knowledge of web development design principles, concepts, practices, and frameworks.
- ◆ General knowledge of user experience concepts and principles and technology platforms.
- ◆ Demonstrated knowledge and ability to apply web and mobile application design concepts.
- ◆ Organizational and time management skills to plan, organize, and prioritize work.
- ◆ Demonstrated communication and interpersonal skills to gather information from users, communicate technical issues effectively, document processes, and draft user/developer guides.
- ◆ Ability to maintain confidentiality and appropriately handle sensitive information.
- ◆ Ability to work independently and as part of a team as well as build relationships with diverse stakeholders.
- ◆ Analytical skills to gather data and information, test website performance issues, and resolve website and web application issues and problems.
- ◆ Computer skills to appropriately design websites and use relevant software packages as required.

Experience and Education:

Equivalent to a bachelor's degree in a related field. Relevant education and/or experience which demonstrates acquired and successfully applied knowledge and abilities shown above may be substituted for the required education on a year-for-year basis.

WEB DEVELOPER II

Under general supervision, designs, develops, and maintains websites and web/mobile applications. Applies web development knowledge to gather requirements, implement solutions, and ensure the usability and functionality of the university's web presence. Works independently on most day-to-day assignments with general supervision on new assignments or projects to ensure alignment with objectives. Handles multiple work priorities and is accountable for own work results.

In addition to duties performed by the Web Developer I, the Web Developer II typically performs the following duties:

- ◆ Collaborates with stakeholders to gather requirements, define project scope, and develop technical specifications.
- ◆ Develops websites and applications, including building and implementing web solutions.
- ◆ Utilizes frameworks, well-structured code, and programming languages to build interactive and dynamic web and mobile applications.
- ◆ Defines, develops, and designs the layout, visual elements, information architecture, and coding of input for multimedia web pages using a variety of web development applications and software.
- ◆ Maintains content management(s), including installation, configuration, troubleshooting, and creation of modules.
- ◆ Applies visual design concepts using a creative process to achieve professional presence on web pages.
- ◆ Ensures all web content is compliant with accessibility technology initiatives.
- ◆ Develops and executes test plans before releasing updates and fixes to ensure continuity of web page service.
- ◆ Develops and delivers technical, user, and business process documentation and training.
- ◆ May provide lead work direction and training to technical or less-experienced staff.

MINIMUM QUALIFICATIONS:

In addition to Web Developer I knowledge and skill requirements, work assignments typically require:

- ◆ Knowledge of content management systems and web development frameworks.
- ◆ Knowledge of web and mobile application design principles and best practices and user experience design.
- ◆ Strong project planning and organizational skills to plan, organize, and manage multiple projects, assignments, and tasks.
- ◆ Strong communication and interpersonal skills with the ability to present design information to technically diverse audiences in a clear and concise manner.
- ◆ Skill in leading the work of others.
- ◆ Proficiency in using applicable software and design platforms.
- ◆ Knowledge of higher education policies, data needs, and data privacy regulations.

Experience and Education:

Equivalent to a bachelor's degree in a related field and two years of relevant experience. Additional experience which demonstrates acquired and successfully applied knowledge and abilities shown above may be substituted for the required education on a year-for-year basis. An advanced degree in a related field may be substituted for the required experience on a year-for-year basis.

WEB DEVELOPER III

Working independently under general supervision, collaborates with cross-functional teams to design, develop, and maintain large, complex, and high-impact web solutions. Demonstrates advanced discernment in determining high impact and complex website solutions while collaborating with stakeholders. Activities include the research, conceptualization, development, and implementation of complex and interconnected solutions. Decision-making is based on; web and mobile application design best practices; programming standards; user design principles; university and information technology policies, guidelines, and protocols; as well as technology strategies and goals. Functions with a high degree of autonomy. Work is focused on ensuring alignment with overall objectives. Handles multiple work priorities and may provide lead work direction with accountability for results.

In addition to duties performed by the Web Developer II, the Web Developer III typically performs the following duties:

- ◆ Leads the design and development of large, high-impact and complex web solutions. Recommends and implements major updates to web pages and mobile applications.
- ◆ Leads the optimization of websites and applications for speed, performance, and scalability.
- ◆ Develops websites and applications, including building and implementing front-end solutions.
- ◆ Oversees and conducts thorough testing, debugging, and performance optimization to deliver high-quality and high-performing web solutions.
- ◆ Recommends new solutions and integrated problem resolutions, such as custom designed web applications to management.
- ◆ Evaluates metrics to determine the effectiveness of web solutions and to determine the progress and effectiveness of websites.
- ◆ Ensures the accessibility and usability of websites and web applications, adhering to web accessibility standards and best practices.
- ◆ Provides lead work direction, mentoring, and training to web developers to ensure the successful design and development of user-friendly web pages and implementation on advanced and emerging techniques.

MINIMUM QUALIFICATIONS:

In addition to Web Developer III knowledge and skill requirements, work assignments typically require:

- ◆ Thorough and advanced knowledge of web and mobile application design concepts.
- ◆ Demonstrates competence in independently applying advanced judgment to determine website solutions and resolve difficult and complex web development problems and issues.
- ◆ Advanced project management skills, with the ability to manage multiple large, complex, and high-impact projects within budget and timeline.

- ◆ Software development skills as appropriate to construct and maintain web customizations and automations.
- ◆ Advanced analytical skills to understand stakeholder needs from a broad perspective and discern applicable underlying principles to conceive and develop strategic web solutions.
- ◆ Advanced skill in mentoring and overseeing the work of others.
- ◆ Advanced communication and interpersonal skills to effectively convey technical knowledge and procedures and persuade stakeholders and management regarding software development.

Experience and Education:

Equivalent to a bachelor's degree in a related field and four years of relevant experience. Additional experience which demonstrates acquired and successfully applied knowledge and abilities shown above may be substituted for the required education on a year-for-year basis. An advanced degree in a related field may be substituted for the required experience on a year-for-year basis.

WEB DEVELOPER IV

Working primarily independently with minimal supervision, acts as a technical expert to provide web development expertise to enhance the university's web presence. Leverages expert skills in web development technologies, architecture, and emerging best practices to lead and execute complex web development projects. Problems are highly complex and may require the creation of new procedures and design concepts. Serves as a technical expert in the conceptualization, development, and implementation of multiple, interlinked web applications. Decision-making often requires integration and interpretation of diverse information technology disciplines, web and mobile application development expertise, functionality, and user experience impact on application design, and persuasion and negotiation with management. Work is performed without appreciable direction and often requires a high degree of technical expertise, persuasion, and leadership.

In addition to duties performed by the Web Developer III, the Web Developer IV typically performs the following duties:

- ◆ Serves as a key technical advisor within the web development discipline.
- ◆ Under the direction of management, provides oversight and recommendations for highly complex projects, initiatives, problems and issues.
- ◆ Manages the implementation of complex integrated and unique web solutions specific to university needs.
- ◆ Designs and develops full stack web applications, including building and implementing front-end web solutions.
- ◆ Under the guidance of management, oversees process improvement efforts, often developing new strategic approaches, solutions, processes, and protocols.
- ◆ Under the guidance of management, works cross-functionally to provide consultation and advisement on business rules, services levels, and user requirements for web/mobile application design.
- ◆ Works with a wide variety of faculty, staff, managers, and vendors to understand and address problems from a broad, interactive perspective and develop long range technical solutions that combine information and ideas in new and unprecedented ways.

MINIMUM QUALIFICATIONS:

In addition to Web Developer III knowledge and skill requirements, work assignments typically require:

- ♦ Expert knowledge and understanding of content management systems and web development frameworks, web design principles, and user experience design.
- ♦ Expert knowledge and skill in applying and interpreting applicable standards, guidelines and, as appropriate, recommend policies, protocols, and strategies to management.
- ♦ Expert analytical and organizational skills to troubleshoot complex issues.
- ♦ Expert communication and interpersonal skills to oversee recommendations to persuade stakeholders and management regarding web and mobile application design.

Experience and Education:

Equivalent to a bachelor's degree in a related field and five years of relevant experience. Additional experience which demonstrates acquired and successfully applied knowledge and abilities shown above may be substituted for the required education on a year-for-year basis. An advanced degree in a related field may be substituted for the required experience on a year-for-year basis.

NOTES:

All IT professionals protect the confidentiality and integrity of data and electronic information from incidental, intentional, unauthorized release and/or preventable misuse or loss to the university. IT professionals at the university are collectively responsible for ensuring the security and protection of sensitive information, systems, and digital assets. This includes upholding data confidentiality, integrity, and availability and actively contributing to a culture of cybersecurity awareness and compliance throughout the university's technological ecosystem

The California State University has a long-standing commitment to make its programs, services, and activities accessible to the public and the entire campus community. All professionals classified within the Information Technology Series have the expectation to support practices and techniques that align with federal and state law, as well as the CSU initiatives, coded memorandums, and executive orders.

Acronyms and technical terms used in this classification document are current as of the publication date. Subsequent technical, functional, and usage terminology and acronyms should be substituted as appropriate.