

Position Description Form (PDF)

College: Sir Sandford Fleming

Incumbent's Name:

Position Title: Web Developer

Payband: J

Position Code/Number (if applicable): S00421

Scheduled No. of Hours 37.5

Appointment Type: 12 months less than 12 months

Supervisor's Name and Title: Nicole Pomeroy, Digital Marketing Strategy Manager

Completed by:

Effective Date: November 20, 2024

Signatures:

Incumbent:
(Indicates the incumbent has read and understood the PDF)

Date:

Supervisor:

Date:

Instructions for Completing the PDF

1. Read the form carefully before completing any of the sections.
2. Answer each section as completely as you can based on the typical activities or requirements of the position and not on exceptional or rare requirements.
3. If you have any questions, refer to the document entitled "A Guide on How to Write Support Staff Position Description Forms" or contact your Human Resources representation for clarification.
4. Ensure the PDF is legible.
5. Responses should be **straightforward and concise using simple factual statements.**

Position Summary

Provide a concise description of the overall purpose of the position.

The Web Developer's primary role is to support all website production-related projects, updates, and processes for Fleming College's external website and any associated Content Management System (CMS). This includes planning and designing the necessary software infrastructure to ensure a stable, efficient, and modern digital platform. The role also involves integrating with institutionally leveraged tools—such as Power Automate, SharePoint, and PeopleSoft—to support streamlined cross-departmental workflows and enable website-based automation.

The Web Developer is responsible for acting on solutions related to the external website and CMS, including responding to initial inquiries, identifying and resolving issues, coordinating follow-ups, and maintaining effective communication with college departments. This collaboration helps ensure a deep understanding of business processes and system requirements, contributing to the efficient use and continuous improvement of the platform.

This role also supports the College's lead generation strategy by ensuring customer relationship management (CRM) integration with Salesforce is maintained on the website. This synchronization enhances collaboration and data sharing across multiple departments, including—but not limited to—Admissions, the Registrar's Office, Recruitment, and Marketing.

Implementation and maintenance of web infrastructure and software may require coordination with the Information Technology (IT) department to troubleshoot technical issues and support problem resolution. In addition to technical responsibilities, the Web Developer works closely with Marketing and Creative Services to ensure alignment between digital and print creative assets. The Web Developer stays current with cutting-edge web strategies to continuously enhance Fleming College's online presence through engaging, user-focused, and strategically aligned digital experiences—while ensuring search engine optimization (SEO) best practices are applied and the website remains Accessibility for Ontarians with Disabilities Act (AODA) compliant.

In collaboration with the IT department, this role is responsible for establishing and enforcing application-level security standards and ensuring safe integration with institutional systems.

Duties and Responsibilities

Indicate as clearly as possible the significant duties and responsibilities associated with the position. Indicate the approximate percentage of time for each duty. Describe duties rather than detailed work routines.

	Approximate % of time annually*
<p>Website Design, Development, and Technical Maintenance</p> <ul style="list-style-type: none"> - Designs, develops, and maintains websites and CMS based on department priorities and policy direction, Digital Marketing Strategy Manager, and Program Coordinators with respect to evaluating and planning site innovations, implementations, problem identification and resolution. - Reviews, tests, and verifies accuracy of information, links, functionality with web browsers, use of Uniform Resource Locators (URLs) on the website. Ensures cross-platform compatibility of websites and web components with global browsers and mobile devices in use across all user environments. - Recommends and implements new functionality and web-based applications to support college operations and external stakeholders. - Updates, designs, develops and creates websites and web pages including uploading files and graphics and designing online publications, newsletters, registration forms, databases, and templates. Translates look and feel of offline communications into online formats. - Maintains and evolves content management systems and ensure their seamless integration with the website. - Reviews the key success metrics of Fleming websites and applications using Google Analytics, Google Search Console, external digital properties, SEO applications, and tracks success via PowerBI dashboard reports and metrics to inform decision-making and measure application performance. - Collaborates with the Digital Marketing Strategy Manager and the Recruitment Manager to plan and implement CRM (Salesforce) web functionality, including custom landing pages, lead capture forms, tracking pixels, and integration points between the website and Salesforce. - Develop responsive email templates and web components that support automated marketing campaigns (e.g., Differentiate, Reinforce, Inform and Persuade DRIP, segmented messaging). 	<p>35%</p>

<p>Website Coordination</p> <ul style="list-style-type: none"> - Creates website prototypes/mock-ups that include creation of original website templates, layout, and information architecture, taking into account stakeholder needs (if applicable) - Assists in the overall coordination, development and evaluation of web optimization initiatives, projects and programs, as determined by the Digital Marketing Strategy Manager. - Coordinates and organizes all aspects of projects including establishing project plans, setting timelines and milestones. Meeting often with stakeholder colleagues to ensure projects are advancing on time and on target. - Collaborate with College departments on integration planning and design considerations. - Acts on solutions related to the external website, including responding to initial inquiries, identifying and resolving issues, coordinating follow-ups, and maintaining effective communication with college departments. - Reviews and ensures website projects align with Fleming’s brand standards, industry best practices, institutional digital strategy and technical requirements with an emphasis on AODA, SEO, and Web Content Accessibility Guidelines (WCAG) through digital review software. - Ensure applications, services and processes are well-documented and accessible to both internal and external audiences. - Liaises with the College’s stakeholders to ensure the Fleming website contains up-to-date documents and information, including—but not limited to—program data, page content, visual assets, and attachments. Ensures outdated materials are identified and removed from the website in accordance with SEO best practices. Updates to all Program Pages must be applied on a annual basis, minimum. 	35%
<p>Communication, Reporting, Training</p> <ul style="list-style-type: none"> - In conjunction with the Digital Marketing Strategy Manager, develops a comprehensive implementation approach and roll-out schedule for web optimization initiatives at Fleming. - Liaises with various digital project clients on an ongoing basis; develops and delivers progress reports, analytical dashboards, proposals, requirements documentation, and presentations to ensure their requirements are met. - Facilitates knowledge transfer to provide user-friendly guides, resources, and training to Staff, Program Coordinator, and external stakeholders. Shares best practices and lessons learned on project execution and coordination. - Reports any project issues to the Digital Marketing Strategy Manager and provides recommendations to mitigate risks for successful project completion. - Manage individual workload effectively, ensuring all projects are completed accurately and on time, while meeting established deadlines and priorities as determined by the Digital Marketing Strategy Manager. 	25%
<p>Other related duties as assigned</p>	5%

* To help you estimate approximate percentages:

$\frac{1}{2}$ hour a day is 7%

1 hour a day is 14%

1 hour a week is 3%

$\frac{1}{2}$ day a week is 10%

$\frac{1}{2}$ day a month is 2%

1 day a month is 4%

1 week a year is 2%

1. Education

A. Check the box that best describes the **minimum** level of **formal** education that is required for the position and specify the field(s) of study. Do not include on-the-job training in this information.

- Up to High School 1 year certificate 2 year diploma
- Trade certification 3 year diploma / degree 4 year degree or 3 year diploma / degree plus professional certification
- Post graduate degree (e.g. Masters) or 4 years degree plus professional certification
- Doctoral degree

Field(s) of Study:

4 year Computer Science degree including:

- Web server management (Linux, Apache, MySQL, Php)
- Relational Database design and management
- Web Application Development and Design
- Multiple programming languages including but not limited to PHP, HTML, CSS, JavaScript, XML

Note: Project Management, Salesforce Administrator, UX/UI Design, Google Analytics Certificates are an asset.

B. Check the box that best describes the requirement for specific course(s), certification, qualification, formal training, or accreditation in addition to and not part of the education level noted above and in the space provided specify the additional requirement(s). Include only the requirement that would typically be included in the job posting and would be acquired prior to the commencement of the position. Do not include courses that are needed to maintain a professional designation.

- No additional requirements
- Additional requirements obtained by course(s) of a total of 100 hours or less

- Additional requirements obtained by course(s) of a total between 101 and 520 hours
- Additional requirements obtained by course(s) of a total of more than 520 hours

2. Experience

Experience refers to the minimum time required in prior position(s) to understand how to apply the techniques, methods and practices necessary to perform this job. This experience may be less than experience possessed by the incumbent, as it refers only to the minimum level required on the first day of work.

Check the box that best captures the typical number of years of experience, in addition to the necessary education level, required to perform the responsibilities of the position and, in the space provided, describe the type of experience. Include any experience that is part of a certification process, but only if the work experience or on-the-job training occurs after the conclusion of the educational course or program.

- Less than one (1) year
- Minimum of one (1) year
- Minimum of two (2) years
- Minimum of three (3) years

X Minimum of five (5) years

Experience in developing and producing at least 3 enterprise websites which illustrate an understanding of site architecture, intuitive navigation schemes and contemporary user interface strategies and design techniques.

Experience with web server/ computer management, enterprise networks, data communications, and security and data protection best practices.

Salesforce Administrator certification preferred

Expert knowledge in at least the following programming languages; HTML5, CSS, JavaScript, PHP, and XML.

Experience working with web server technologies such as Apache and IIS

Experience in the management and use of complex relational database information systems

Advanced knowledge of mobile and desktop device compatibilities, browser compatibilities and search engines.

Experience working with Adobe Creative Cloud products, Microsoft Office products.

Experience customizing and configuring the Salesforce environment to meet the broad requirements of an enterprise organization.

Experience working independently in a team-based environment which requires prioritization, self-motivation, and a high degree of problem solving in a customer service context.

*Project Management, Salesforce Administrator, UX/UI Design, Google Analytics Certificates are an asset.

Minimum of eight (8) years

3. Analysis and Problem Solving

This section relates to the application of analysis and judgement within the scope of the position.

The following charts help to define the level of complexity involved in the analysis or identification of situations, information or problems, the steps taken to develop options, solutions or other actions and the judgement required to do so.

Please provide up to three (3) examples of analysis and problem solving that are regular and recurring and, if present in the position, up to two (2) examples that occur occasionally:

3. Analysis and Problem Solving

#1 regular & recurring

Key issue or problem encountered

Website functionality issues, low user engagement, or accessibility problems may arise following implementation of a new feature or during the maintenance of web properties. These can include broken links, poor SEO performance, cross-browser compatibility errors, or issues with integrated third-party tools (e.g., CRMs or calendar feeds).

How is it identified?

Issues are typically identified through a combination of:

- Analytical tools such as Google Analytics, Google Search Console, and SEO platforms, which highlight traffic drop-offs, user behavior anomalies, or accessibility flags.
- User feedback collected via college stakeholders and Digital Marketing Strategy Manager.
- Routine technical audits and content reviews by the Web Developer, including cross-browser and mobile device testing, and automated scanning tools to check for WCAG and AODA compliance.

Is further investigation required to define the situation and/or problem? If so, describe.

Yes, further investigation includes:

- Diagnosing root causes using analytical dashboards and testing environments.
- Reviewing project milestones and development logs to identify recent changes that may have introduced issues.
- Collaborating with developers or technical support to test and troubleshoot system or plugin integrations (e.g., CRM tools, event feeds).
- Conducting usability testing or accessibility audits to evaluate the impact and develop effective resolutions.
- Using findings to refine processes or recommend new tools to prevent recurrence.

Explain the analysis used to determine a solution(s) for the situation and/or problem.

- Uses Google Analytics, Search Console, and other tools to identify issues such as bounce rates, traffic declines, or underperforming pages.
- Conducts technical diagnostics through cross-browser/device testing, SEO tools, and accessibility audits to identify root causes.
- Reviews user behavior patterns (e.g., heat maps, navigation flow) to uncover user experience (UX) challenges.
- Compares current performance to historical data, institutional benchmarks, and industry best practices to guide decision-making.
- Applies insights to recommend evidence-based, measurable solutions that align with digital strategy goals.

What sources are available to assist the incumbent finding solution(s)? (e.g. past practices, established standards or guidelines).

- Universal web standards, accessibility guidelines (AODA/WCAG), and SEO best practices serve as foundational resources.
- References past projects, dashboards, and reports for context and proven approaches.
- Collaborates with technical staff (IT), marketing teams, and college-wide stakeholders for support and knowledge sharing.
- Accesses platform documentation (e.g., WordPress, CRM tools, plugin support) for technical guidance.
- Stays informed through ongoing research and participation in professional development related to web optimization and digital trends.

#2 regular & recurring

Key issue or problem encountered

The public-facing College website, which relies on the ERP (Peoplesoft) as a primary data source, is displaying incorrect, incomplete, or inconsistent information. Alternatively, it is not functioning as designed or expected with respect to the data existing within the ERP.

How is it identified?

A stakeholder or end user reports that displayed information (e.g., program or course details) is incorrect, incomplete, or inconsistent with data entered or known to exist in Peoplesoft.

The error is typically vague, as the visible symptoms (e.g., missing or inaccurate information) provide little indication of the root cause.

Is further investigation required to define the situation and/or problem? If so, describe.

Yes, further investigation is always required due to the nature of these issues. Common steps include:

- Liaising with colleagues across various departments to identify and verify the root cause of the error.
- Exploring potential sources of error, which may include:
 - **Data-entry issues:** Incorrect or incomplete information entered into Peoplesoft by other departments.
 - **Data integrity issues:** Mismatches between Peoplesoft core data and the data made available for the website via the "datamart."
 - **Data interpretation issues:** Misunderstandings of the meaning or context of specific data fields.
 - **SQL errors:** Faults in queries used to retrieve or process data.
 - **Programming errors:** Bugs or misconfigurations in the code used to display data (e.g., PHP, HTML5, JavaScript).
 - **Communication errors:** Network or system issues between servers or third-party integrations.

Explain the analysis used to determine a solution(s) for the situation and/or problem.

Analysis involves:

1. Collaboration and Interpretation:
 - Engage institutional resources and stakeholders to understand their roles and perspectives related to the issue.
 - Translate technical and non-technical descriptions into actionable insights.
2. Data Analysis:
 - With limited documentation, analyze the relational structure of the Enterprise Management System databases by examining raw data.
 - Infer the meaning of specific fields by comparing values across the broader dataset and identifying inconsistencies or patterns.
3. Programming Analysis:
 - Investigate possible coding errors in multiple programming languages (e.g., PHP, HTML5, MySQL, JavaScript, CSS).
 - Trace program logic across different tiers (database, application, web) of the application to identify the specific source of the issue.
4. Solution Design:
 - Devise and implement a fix that resolves the immediate issue without introducing new errors in other contexts.
 - Ensure the solution aligns with best practices for data integrity and user experience, even in the absence of established coding standards.

What sources are available to assist the incumbent finding solution(s)? (e.g. past practices, established standards or guidelines).

Since ERP systems like PeopleSoft are typically managed by IT, the Web Developer should escalate backend issues—such as database schema changes, integration failures, or system downtime—that affect website integrations. If the ERP data itself is incorrect or missing, the Web Developer is responsible for identifying the issue, determining its impact on the website, and directing the necessary corrections by flagging the issue to the appropriate ERP or PeopleSoft administrator. While the Web Developer cannot directly modify source data within the ERP system, they play a key role in ensuring data integrity by detecting inconsistencies and facilitating resolution through the proper channels.

3. Analysis and Problem Solving

#1 occasional (if none, please strike out this section)

Key issue or problem encountered

A new device or technology has been released, and the public-facing website exhibits unexpected or undesired behavior when accessed using this new environment.

A third-party browser, API, web service, code library, or software application has released an upgrade. The public-facing website exhibits unexpected or undesired behavior when accessed using this service or software.

How is it identified?

Issue reports are broad and complex. Identification typically arises from anecdotal feedback or observational notes from multiple stakeholders, each describing symptoms within their limited understanding larger picture often presenting red-herring or unrelated issues, lacking consistent patterns and leaving requirements for an appropriate response vague and incomplete.

Is further investigation required to define the situation and/or problem? If so, describe.

Further investigation is always required in order to understand the full implications issue at hand. A complete impact assessment must be performed. The assessment must consider a very broad range of device and software combinations that have varying levels of support, distinct user interfaces and limited user-understanding of the environment.

Explain the analysis used to determine a solution(s) for the situation and/or problem.

Determining the most appropriate response to an issue introduced by a new technology requires the Incumbent to;

- analyze how a typical user will interact with the new technology, and how it will present a website to the user.
- interpret the expected behaviour of the new technology by the individual stakeholder, which may or may not align with the behaviour expected by the Incumbent, or with the intent of the product creators.
- apply the generally accepted principles of user interface design as it pertains to an enterprise web presence and produce an effective and compelling user experience leveraging the new technology to the greatest extent possible, without negatively affecting those that have not yet adopted it.

What sources are available to assist the incumbent finding solution(s)? (e.g. past practices, established standards or guidelines).

Experience and experimentation, device whitepapers, developer forums and online knowledge-bases, manual testing directly on the device or via device emulators.

4. Planning/Coordinating

Planning is a proactive activity as the incumbent must develop in advance a method of acting or proceeding, while coordinating can be more reactive in nature.

Using the following charts, provide up to three (3) examples of planning and/or coordinating that are regular and recurring and, if present in the position, up to two (2) examples that occur occasionally:

4. Planning/Coordinating

#1 regular & recurring

List the project and the role of the incumbent in this activity.

Web Optimization and SEO Refresh for Program and Service Pages:

A BrightEdge report shows that a key program page is underperforming in search rankings. The Web Developer reaches out to the program area to confirm copy updates ensuring accuracy and flags any outdated information, embeds a refreshed marketing video, replaces any outdated PDF content with accessible, mobile-friendly HTML, and updates keyword tags, meta descriptions and alt-text. After implementation, engagement metrics improve and the page's visibility in search rankings increases.

What are the organizational and/or project management skills needed to bring together and integrate this activity?

The incumbent must:

- Content planning and audit execution based on BrightEdge SEO reports and performance data.
- Stakeholder collaboration to ensure timely and accurate updates from academic and service units.
- Strong time management and organizational skills to coordinate multiple updates across pages while maintaining content quality.
- Attention to technical standards, including AODA/WCAG accessibility compliance and SEO best practices.
- Ability to track changes and maintain consistency across Fleming College's website.

List the types of resources required to complete this task, project or activity.

- SEO and Analytics Tools:
 - BrightEdge for SEO tracking and optimization recommendations
 - Google Analytics and Search Console for evaluating traffic patterns and indexing issues
- Web and Content Platforms:
 - Fleming College's website structure and content
 - Multimedia assets from the college's marketing team (e.g., branded images and promotional videos)
- Institutional Stakeholders:
 - Contact Lead experts across academic schools and student service departments
 - Marketing and Communications team
- Standards and References:
 - Fleming College's brand guidelines
 - AODA/WCAG accessibility checklists

How is/are deadline(s) determined?

Deadlines are set by the Digital Marketing Strategy Manager based on institutional priorities, academic cycles, or campaign launch timelines..

Who determines if changes to the project or activity are required? And who determines whether these changes have an impact on others? Please provide concrete examples.

The incumbent works within the assigned schedule to organize milestones, gather inputs, and track progress and completion.

#2 regular & recurring

List the project and the role of the incumbent in this activity.

Keeping the website and its content up to date and relevant:

A project request is submitted to redesign an existing webpage or develop a new one to include within the Fleming website.

The Web Developer with strategic input from Digital Marketing Strategy Manager serves as the **project lead**, responsible for planning and executing all stages of the redesign. This includes developing project timelines, coordinating with internal and external stakeholders, aligning with college brand and digital standards, and ensuring that accessibility and SEO requirements are met.

What are the organizational and/or project management skills needed to bring together and integrate this activity?

- Strategic planning and scoping of digital projects to align with college priorities.
- Stakeholder coordination, including managing input from academic areas, communications teams, and IT.
- Timeline and milestone management to keep complex projects on track.
- Clear communication to facilitate collaboration, provide updates, and manage expectations.
- Technical project coordination using Agile methodologies and iterative review processes.

List the types of resources required to complete this task, project or activity.

- Personnel:
 - Marketing and Creative Services
 - Internal stakeholders and content contributors
- Tools and Technology:
 - Web Software
 - SEO tools and accessibility checkers
 - Google Analytics and Search Console
 - Project management tools (e.g., Microsoft 365)
- Content Assets:
 - Updated text, photography, and multimedia from units
 - Fleming brand templates, headers, and graphics
 - Documentation and best practice guidelines

How is/are deadline(s) determined?

Request date following the Marketing Service Level Agreement, Advised by the Brand Marketing Strategy Manager

Who determines if changes to the project or activity are required? And who determines whether these changes have an impact on others? Please provide concrete examples.

The incumbent in consultation with the Digital Marketing Strategy Manager along with the project participants.

4. Planning/Coordinating

#1 occasional (if none, please strike out this section)

List the project and the role of the incumbent in this activity.

Important Notices and Removal of Cancelled or Suspended Programs from the Fleming College Website:

A program has been cancelled at Fleming College, the Web Developer is responsible for swiftly removing all references to a cancelled program from Fleming College's website. This includes unpublishing program pages, updating navigation menus, removing mentions from related content (e.g., faculty bios, pathway options, scholarships and bursaries, news stories, etc.), and ensuring all links and documents (like PDFs) are updated or removed.

What are the organizational and/or project management skills needed to bring together and integrate this activity?

- Quick content auditing and prioritization to identify and remove all references across the site.
- Coordination with stakeholders (e.g., Program Coordinators, Marketing, RO and Admissions) to confirm which updates are required.
- Attention to detail and tracking to ensure consistency and avoid broken links or outdated content.

List the types of resources required to complete this task, project or activity.

- **Web tools:** website/CMS, site search tools, and page scanning plugins.
- **Collaborators:** Academic leads, Marketing and Communications, Registrar's Office.

How is/are deadline(s) determined?

Deadlines are **set by the** Digital Marketing Strategy Manager based on urgency—often needing to be completed same-day or within a short turnaround to avoid confusion for prospective students.

Who determines if changes to the project or activity are required? And who determines whether these changes have an impact on others? Please provide concrete examples.

- **The Digital Marketing Strategy Manager or academic leadership** provides the directive to remove the program.
- The **web developer ensures all content is removed or revised**, and follows up with stakeholders to confirm the site is accurate and up to date.

5. Guiding/Advising Others

This section describes the **assigned responsibility** of the position to guide or advise others (e.g. other employees, students). Focus on the actions taken (rather than the communication skills) that directly assist others in the performance of their work or skill development.

Though Support Staff cannot formally "supervise" others, there may be a requirement to guide others using the incumbent's job expertise. This is beyond being helpful and providing ad hoc advice. It must be an assigned responsibility and must assist or enable others to be able to complete their own tasks.

Check the box(es) that best describe the level of responsibility assigned to the position and provide an example(s) to support the selection, including the positions that the incumbent guides or advises.

Regular & Recurring	Level	Example
<input type="checkbox"/>	<input type="checkbox"/>	Minimal requirement to guide/advise others. The incumbent may be required to explain procedures to other employees or students.
<input type="checkbox"/>	X	There is a need for the incumbent to demonstrate correct processes/ procedures to others so that they can complete specific tasks.
X	<input type="checkbox"/>	The incumbent recommends a course of action or makes decisions so that others can perform their day-to-day activities.
<input type="checkbox"/>	<input type="checkbox"/>	The incumbent is an active participant and has ongoing involvement in the progress of others with whom they have the responsibility to demonstrate correct processes/procedures or provide direction.

□

□

The incumbent is responsible for allocating tasks to others and recommending a course of action or making necessary decisions to ensure the tasks are completed.



6. Independence of Action

Please illustrate the type of independence or autonomy exercised in the position. Consideration is to be given to the degree of freedom and constraints that define the parameters in which the incumbent works.

What are the instructions that are typically required or provided at the beginning of a work assignment?	
Regular and Recurring	Occasional (if none, please strike out this section)
Guidelines, content and creatives are provided by Digital Marketing Manager or internal stakeholder. Additionally strategic direction, key messages, and expected outcome measures and date of delivery are provided.	

What rules, procedures, past practices or guidelines are available to guide the incumbent?	
Regular and Recurring	Occasional (if none, please strike out this section)
Fleming College's brand guidelines, Three-Year Marketing Plan, AODA/WCAG standards, project documentation, SEO tools (such as BrightEdge and Siteimprove), and historical analytics. Fleming IT is also available to help support informed decision-making.	

How is work reviewed or verified (e.g. feedback from others, work processes, Supervisor)?	
Regular and Recurring	Occasional (if none, please strike out this section)
<p>Work is usually discussed with team participants throughout and at the completion of a project. Specific elements of projects are reviewed and approved by the Digital Marketing Strategy Manager.</p> <p>When possible and reasonable, work is placed on a development server to be reviewed by the stakeholders.</p>	

6. Independence of Action

Describe the type of decisions the incumbent will make in consultation with someone else other than the Supervisor?	
Regular and Recurring	Occasional (if none, please strike out this section)
Decisions on general marketing strategies of the college website and CMS, including design and layout are made in consultation with the Marketing Team as well as Internal and External Clients on a project specific basis. Strategic direction is outlined for the Web Developers with direction from Senior Leadership in the 3-year Marketing Plan and College's 2024-2029 Strategic Plan.	

Describe the type of decisions that would be decided in consultation with the Supervisor.	
Regular and Recurring	Occasional (if none, please strike out this section)

Decisions made in consultation with the supervisor include the prioritization of project work in alignment with the strategic direction, and may involve the following factors that could impact project progress pending input or review.

- Changes that deviate from standard templates or structures (e.g., adding new webpages or site features not previously used).
 - Strategic decisions with cross-departmental impact or high visibility (e.g., major page updates or broad campaign site launches).
 - Adjustments that may affect the overall marketing strategy outlined in the three-year plan.
 - Handling complex crisis communications where messaging or timing needs to be coordinated at the leadership level.
 - Approving the use of external tools, vendors, or technology beyond those currently supported or licensed.
 - Items requiring or impacting the departments budget

Describe the type of decisions that would be decided by the incumbent.

Regular and Recurring

The Web Developer independently makes a range of decisions guided by industry best practices **and** Fleming College's departmental policies, with overarching alignment to the marketing strategy outlined in the three-year marketing plan and direction from the Digital Marketing Strategy Manager. *Incumbent must report any project issues to the Manager and provides recommendations to mitigate risks for successful project completion

Examples of decisions made by the incumbent include:

Occasional (if none, please strike out this section)

- Determining the best layout, design structure, and user experience flow for web pages, within brand and accessibility guidelines.
- Executing technical fixes and updates to enhance site performance, such as plugin settings, broken link resolution, or page speed improvements.
- Choosing and implementing SEO and AODA strategies based on BrightEdge and Siteimprove reports and analytics data (e.g., keyword usage, metadata, internal linking).
- Deciding how to optimize or replace outdated content, such as converting PDFs to accessible HTML or embedding updated multimedia assets.
- Training Communications and Marketing staff on basic CMS and HTML functions, and advising on how to self-manage routine updates.
- Managing the timing and workflow of assigned web updates and optimization projects to meet strategic deadlines.

7. Service Delivery

This section looks at the service relationship that is an assigned requirement of the position. It considers the required manner in which the position delivers service to customers. It is not intended to examine the incumbent's interpersonal relationship with those customers and the normal anticipation of what customers want and then supplying it efficiently. It considers how the request for service is received and the degree to which the position is required to design and fulfil the service requirement. A "customer" is defined in the broadest sense as a person or groups of people and can be internal or external to the College.

In the table below, list the key service(s) and its associated customers. Describe how the request for service is received by the incumbent, how the service is carried out and the frequency.

Information on the service		Customer	Frequency (D, W, M. I)*
How is it received?	How is it carried out?		
Requests are received by the Digital Marketing Strategy Manager, who then coordinates web support or updates to the college's website. These may include updates to program pages, registration forms, email setups, and other related web components.	<p>The incumbent reviews the request or provided marketing plan for accuracy and completeness, consults with relevant departments or manager if clarification is needed, and makes the updates to the website and publishes changes.</p> <p>They ensure changes meet brand, accessibility (AODA), and SEO standards.</p> <p>During meetings, the Web Developer gathers requirements, clarifies expectations, reviews wireframes or mockups on dev (if applicable), and aligns timelines. They ensure all technical and content-related needs are clearly defined and documented.</p>	Academic Schools, Programs, Service Departments	D

<p>Serves as point of contact for all issues related to the external website</p>	<p>The incumbent receives a request or error notification, asks questions to gain a full understanding of the issue, and determines the best available solution—as well as how best to implement it. They seek guidance from both Management and the IT department for technical support when needed to ensure appropriate resolution.</p>	<p>Marketing and Recruitment</p>	<p>M</p>
<p>The incumbent receives requests to develop interactive Web Features or CRM for Marketing Campaigns tailored to engage prospective or current students.</p> <p>These features are designed to empower clients to manage or operate aspects of the campaign execution independently.</p>	<p>The Web Developer works collaboratively with marketing and recruitment leads to understand their campaign objectives and technical needs.</p> <p>In conjunction with the Digital Marketing Strategy Manager, the Web Developer provides a comprehensive implementation plan and workback schedule to the campaign.</p> <p>This includes designing user-friendly interactive features, ensuring alignment with brand guidelines, and optimizing for performance and accessibility.</p> <p>Regular check-ins and support are provided throughout the development and launch phases.</p>	<p>Marketing and Recruitment</p>	<p>M</p>

<p>Provides service initiated by the Digital Marketing Strategy Manager, who requests the Web Developer to participate in meetings where digital marketing expertise and website-related guidance are needed.</p>	<p>The Web Developer acts as a liaison and resource for the broader digital marketing community by participating in meetings with internal stakeholders and project teams.</p> <p>During these sessions, the incumbent provides knowledge transfer through website and technical training, guidance, documentation, and the sharing of best practices.</p> <p>This collaborative approach helps ensure consistent understanding and effective use of digital tools and processes across departments.</p>	<p>Program Coordinators/Faculty Staff Internal client External clients</p>	<p>M</p>
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* D = Daily W = Weekly M = Monthly I = Infrequently

8. Communication

In the table below indicate the type of communication skills required to deal effectively with others. Be sure to list both verbal (e.g. exchanging information, formal presentations) and written (e.g. initiate memos, reports, proposals) in the section(s) that best describes the method of communication.

Communication Skill/Method	Example	Audience	Frequency (D, W, M, I)*
Exchanging routine information, extending common courtesy	Incumbent responds to requests for changes to the public-facing website, confirming that the task is complete, or explaining status updates.	Program Coordinators/Faculty, Staff, Students, External Stakeholders	D
Explanation and interpretation of information or ideas	To consult or obtain guidance on issues arising from current or future projects.	Digital Marketing Strategy Manager	D

<p>Imparting technical information and advice</p>	<p>To consult, request information, provide advice, influence others to obtain agreement or provides advice.</p> <p>To request and discuss statistics, provide advice on projects.</p> <p>Provides advice on proper processes and techniques to enter data into web forms related to content management systems – e.g. use of html tags to provide improved on-screen display.</p> <p>Give knowledge about the institutional infrastructure that stores and delivers the data that drives the external college website (eg. the relational database structure of the 'Datamart' and the network and server infrastructure of the external website.)</p> <p>Provide authoritative information about the unique requirements in content and user interactivity of various stakeholders of the college web site (eg. college departments and distinct external audience segments).</p>	<p>Academic Team Leaders, program co-ordinators, other faculty, and other service area leaders</p> <p>Marketing team members, liaison officers , Alumni Office, IT personnel</p> <p>FDR, telemarketing</p> <p>Stakeholders, college clients, faculty and service area employees</p>	<p>D</p>
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Instructing or training	<p>Developing documentation to explain the features, services, configuration, and functions of the college's website or CRM (Salesforce).</p> <p>This includes offering (by request from the Digital Marketing Strategy Manager) group or individual training sessions to email communication coordinators on how to effectively utilize tools such as email campaign software (e.g., Campaign Monitor, Salesforce).</p> <p>Provides individual or group training sessions to marketing team in a formal setting on how to effectively utilize content delivery tools such as WordPress for college blog or program page updates.</p>	Internal staff, external stakeholders, development team, college leadership	I
Obtaining cooperation or consent	Obtaining cooperation when client goals/ objectives or design ideas are contradictory to the limitations defined by current technology/ design best practices or college policy.	Stakeholders, college clients, program coordinators and service area employees	I
Negotiating			

* D = Daily W = Weekly M = Monthly I = Infrequently

9. Physical Effort

In the tables below, describe the type of physical activity that is required on a regular basis. Please indicate the activity as well as the frequency, the average duration of each activity and whether there is the ability to reduce any strain by changing positions or performing another activity. Activities to be considered are sitting, standing, walking, climbing, crouching, lifting and/or carrying light, medium or heavy objects, pushing, pulling, working in an awkward position or maintaining one position for a long period.

Physical Activity	Frequency (D, W, M, I)*	Duration			Ability to reduce strain		
		< 1 hr at a time	1 - 2 hrs at a time	> 2 hrs at a time	Yes	No	N/A
Walking	D	X			X		
Sitting at the computer	D			X	X		
Keyboarding	D			X	X		

* D = Daily W = Weekly M = Monthly I = Infrequently

If lifting is required, please indicate the weights below and provide examples.

- Light (up to 5 kg or 11 lbs)
- Medium (between 5 to 20 kg or 11 to 44 lbs)
- Heavy (over 20 kg or 44 lbs)

10. Audio Visual Effort

Describe the degree of attention or focus required to perform tasks taking into consideration:

- the audio/visual effort and the focus or concentration needed to perform a task and the duration of the task, including breaks (e.g. up to 2 hours at one time including scheduled breaks)
- impact on attention or focus due to changes to deadlines or priorities
- the need for the incumbent to switch attention between tasks (e.g. multi-tasking where each task requires focus or concentration)
- whether the level of concentration can be maintained throughout the task or is broken due to the number of disruptions

Provide up to three (3) examples of activities that require a higher than usual need for focus and concentration.

Activity #1	Frequency (D, W, M, I)*	Average Duration		
		Short < 30 mins	Long up to 2 hrs	Extended > 2 hrs
Focus and concentration is needed to simultaneously attend to all aspects of the creative process including writing, editing, checking colour, measuring final sizes, coding and overall appeal.	W			X
Can concentration or focus be maintained throughout the duration of the activity? If not, why?				
<input type="checkbox"/> Usually <input checked="" type="checkbox"/> No Often there are time-sensitive business processes that arise intermittently throughout the work week that require the incumbent's immediate attention				

Activity #2	Frequency (D, W, M, I)*	Average Duration		
		Short < 30 mins	Long up to 2 hrs	Extended > 2 hrs
Can concentration or focus be maintained throughout the duration of the activity? If not, why?				
<input type="checkbox"/> Usually <input type="checkbox"/> No				

Activity #3	Frequency (D, W, M, I)*	Average Duration		
		Short < 30 mins	Long up to 2 hrs	Extended > 2 hrs
Can concentration or focus be maintained throughout the duration of the activity? If not, why?				
<input type="checkbox"/> Usually <input type="checkbox"/> No				

* D = Daily W = Weekly M = Monthly I = Infrequently

11. Working Environment

Please check the appropriate box(es) that best describes the work environment and the corresponding frequency and provide an example of the condition.

Working Conditions	Examples	Frequency (D, W, M, I)*
<input checked="" type="checkbox"/> acceptable working conditions (minimal exposure to the conditions listed below)	Office environment.	D
<input type="checkbox"/> accessing crawl spaces/confined spaces		
<input type="checkbox"/> dealing with abusive people		
<input type="checkbox"/> dealing with abusive people who pose a threat of physical harm		
<input type="checkbox"/> difficult weather conditions		
<input type="checkbox"/> exposure to extreme weather conditions		
<input type="checkbox"/> exposure to very high or low temperatures (e.g. freezers)		
<input type="checkbox"/> handling hazardous substances		
<input type="checkbox"/> smelly, dirty or noisy environment		
<input type="checkbox"/> travel		
<input type="checkbox"/> working in isolated or crowded situations		
<input type="checkbox"/> other (explain)		

* D = Daily M = Monthly W = Weekly I = Infrequently