

Pacific Union College

Job Description

Position Title:	Web Developer (Part-time, 20 hours per week)	Exemption Status: Non-Exempt
EEO Classification:	Professionals	Job Code: 15-1254
Department:	Marketing & Communication	Position ID: TBD
Reports To:	Director of Marketing & Communication	Wage Scale: I-AAA
Last Update:	9/17/26	

STANDARDS FOR PERFORMANCE AND BEHAVIOR

Demonstrates the Cultural Relationship Expectations of Pacific Union College in all activities to achieve the Mission of Pacific Union College

<u>T</u>eamwork:	A foundational value modeled by an engaged and inclusive community partnering together for the betterment of PUC.
<u>I</u>ntegrity:	A necessary component for cultivating trust and mutual empowerment within our community.
<u>P</u>rofessionalism:	A system of employee boundaries that facilitates an engaged PUC working community which functions in an environment blessed with supportive relationship groups.
<u>S</u>ervice:	A value and action rooted in our spiritual heritage.

JOB SUMMARY

This part-time position supports the Webmaster in maintaining and enhancing Pacific Union College's website, puc.edu. The incumbent assists academic and administrative departments with website content updates, ensures information accuracy and accessibility, and supports search engine optimization and digital engagement initiatives. The position works collaboratively with campus stakeholders to maintain a professional, user-focused web presence that supports student recruitment and serves current students, parents, alumni, and the broader community.

ESSENTIAL FUNCTIONS

- Update and maintain institutional and departmental web content using the College's content management system.
- Review website content for accuracy, consistency, accessibility compliance, and alignment with institutional goals.
- Implement and monitor SEO and web accessibility best practices.
- Prepare and distribute website analytics, traffic, and SEO performance reports.
- Administer Formstack forms and workflows, including creating and modifying forms as needed.
- Create, edit, and distribute HTML-based emails, newsletters, and other digital communications.
- Ensure all web and digital communications align with College branding standards and style guidelines.
- Provide support and consultation to faculty, staff, and departments regarding website content and digital communication needs.
- Perform other related duties as assigned.

QUALIFICATIONS

Education:

- Required:
 - High school diploma or equivalent.
 - Coursework in web design, digital communications, marketing, computer science, graphic design, or a related field preferred.
- Preferred:
 - Associate's degree in Web Design, Digital Media, Communications, Marketing, Computer Science, or a related field.

Experience:

- Required:
 - One (1) year of in-depth, real-world web development experience including experience in creating HTML, CSS, and JavaScript without the use of AI.
- Preferred:
 - Experience working with website content management systems such as WordPress, Drupal, Modern Campus, or similar platforms.
 - Experience creating and distributing HTML emails and newsletters.
 - Experience with SEO, website analytics, and accessibility standards.
 - Experience using online form-building tools such as Formstack.
 - Experience working within established branding and style guidelines.

Job Specific Requirements

- Marketing-oriented mindset with an understanding of audience engagement and digital communication principles.
- Strong written and verbal communication skills.
- Excellent organizational skills, attention to detail, and the ability to manage multiple priorities and deadlines.
- Knowledge of website content management principles and best practices.
- Basic understanding of SEO, web analytics, and accessibility standards.
- Ability to edit and format web content using HTML.
- Familiarity with content management systems and online form-building tools.
- Experience using AI-assisted productivity tools responsibly and effectively.
- Ability to work collaboratively with faculty, staff, and campus departments.
- Ability to learn new technologies and systems quickly.

Physical Demands: Requires sitting in front of a screen consistently.

Job Conditions: Frequent computer use. Occasional evening or weekend work may be required.

Work Environment: This position requires extensive use of computers, video conferencing platforms, and other technology systems. Occasional remote work.

ACKNOWLEDGEMENT

This job description is intended to provide an overview of the requirements of the position. As such, it is not necessarily all-inclusive, and employees may be requested to perform job-related tasks other than those specifically outlined in this description. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Nothing in this job description, or by the completion of any requirement of the job by the employee, is intended to create a promise of employment or employment contract of any type.

I, _____ (printed name), acknowledge that I have received, read, and understand the **Web Developer** job description, and that I am able to perform the essential duties with or without accommodation. I further understand it is my responsibility to inform my supervisor at any time I am unable to perform the essential functions.

Employee Signature

Date

Supervisor's Printed Name

Supervisor's Signature

Date