



**San Diego Futures Foundation**  
4283 El Cajon Blvd, Suite 220, San Diego, CA 92105  
T: 619-269-1684 | F: 619-269-3471  
[www.sdfutures.org](http://www.sdfutures.org)

## San Diego Futures Foundation Job Description

**Job Title:** Web Developer

### ORGANIZATION BACKGROUND

The mission of SDFF, a local nonprofit 501c3 serving the entire San Diego County, is to improve people's lives by making information technology available to underserved individuals, organizations and disadvantaged small businesses through training, education, technical services, and equipment. SDFF is supported by a variety of local funders including the County of San Diego. For more information please visit our website: [www.sdfutures.org](http://www.sdfutures.org)

### JOB SUMMARY

The Web Developer is responsible for the optimization, coding, and development of SDFF and client websites. The Web Developer builds websites from concept all the way to completion, fashioning everything from home page to site layout and function. The Web Developer is also responsible for web site design and development, including creation of custom graphics. S/He is responsible for designing the user interface and overall customer experience for websites and applications.

### RESPONSIBILITIES

#### Web Development

- Write accessible designed, testable, efficient code by using best software development practices
- Create website layout/user interface by using standard HTML/CSS practices
- Integrate data from various back-end services and databases
- Manage implementation of content management systems, components and plugins
- Create and maintain software documentation
- Be responsible for maintaining, expanding, and scaling sites
- Stay plugged into emerging technologies/industry trends and apply them into operations and activities
- Collaborate with client to match visual design intent
- Create backups of maintenance client sites according to schedule
- Perform security checks of maintenance sites
- Create/submit monthly analytics reports to clients



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- Monthly checks for updates to client sites platform, plug-ins and components

## SEO

- Create advanced SEO strategies
- Review and analyze client sites for areas that need to be improved, deleted, revised, or made accessible to people with disabilities
- Prepare detailed strategy reports
- Identify most powerful keywords for client sites
- Run pay-per-click campaigns
- Improve a company's organic search results
- Perform keyword research and identify most effective search phrases
- Optimize SEO content for blogs and websites
- Implement off-page SEO content strategies such as link building
- Effectively use meta tags
- Keep abreast of white hat and black hat tactics so as not to violate search engine guidelines
- Strategize ways to improve and track site performance
- Compile and present SEO performance reports
- Adjust PPC campaigns as needed

## SKILLS

- Proven working experience in web programming
- Top-notch programming skills and in-depth knowledge of modern HTML/CSS
- Familiarity with at least one of the following programming languages: PHP, ASP.NET, Ruby on Rails, JavaScript, Java, Python, C++, C, Shell, C#, Objective C, VimL, GO, Perl
- Solid understanding of how web applications work including security, session management, and best development practices
- Adequate knowledge of relational database systems, Object Oriented Programming and web application development
- Hands-on experience with network diagnostics, network analytics tools
- Excellent knowledge of SEO process
- Excellent in Dreamweaver



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- Know Adobe Illustrator and Muse
- Knowledge of tools such as Gimp or Photoshop
- Knowledge of cross-browser compatibility issues and ways to work around them
- Aggressive problem diagnosis and creative problem solving skills
- Strong organizational skills to juggle multiple tasks within the constraints of timelines and budgets with business acumen
- Ability to work and thrive in a fast-paced environment, learn rapidly and master diverse web technologies and techniques
- Ability to work in a collaborative, team-based work environment
- Ability to communicate well with customers, and provide excellent customer service

## EXPERIENCE AND EDUCATION

- College Education preferred but not limited to
- 3+ years of experience in web development

## Optional

- California Drivers' License and Automobile Insurance policy
- Reliable transportation

## PHYSICAL JOB DESCRIPTION

The work environment is a typical air conditioned office with open-style desks and low-to-moderate sound levels. The position requires the employee to occasionally work outside of the office and to interact with external clients. The Web Developer will be provided with a Windows 7-based PC, a telephone and office supplies to use for work related purposes. This position has daily interaction with multiple clients pertaining to technical issues. Physical tasks include sitting, typing and occasionally lifting small boxes less than 30lbs.

## TASKS AND TIME USE

Task Name	Description	% of Time Spent
Web Development and SEO	Write well designed, testable, efficient code by using best software development practices. Create and maintain software documentation. Be responsible for maintaining, expanding, and scaling sites. Collaborate with client to match visual design intent. Perform security checks of maintenance sites. Create/submit monthly analytics reports to clients	90%



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Operations	Enter timesheets and expenses, attend staff meetings, and attend trainings as necessary.	10%
		100%

## REPORTING

The Web Developer reports to the Adaptive Technology Manager and works cooperatively with all SDFF staff.

## TERMS

Wages: Hourly

Classification: Non-Exempt

Compensation: Based on experience

**I have read and understand the above job description. I also understand this is just a guideline to use when doing my job and not to be construed as a contract. I further understand, as an at-will employee I or SDFF can terminate this employment relationship for any reason. This position within SDFF is a grant funded position and may be terminated in the event of loss of funding.**

**By signing this job description I confirm that I am also capable of successfully performing the duties of this position as described. While this job description is intended to be an accurate reflection of the job requirements and accountabilities, SDFF management reserves the right to modify, add or remove duties from particular jobs and to assign other duties as necessary.**

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Director/Manager Signature

\_\_\_\_\_  
Date