

# Web Developers Occupational Profile

## IS THIS FOR YOU?

**Work Interests** are described in the following categories (compatible with Holland's Model) by people who tend to succeed in this career:

- **Conventional** – You are an "organizer". Keeping things neat and organized is important to you. You like working with charts and reports, and work well with power and authority.
- **Investigative** – You are a "thinker". When you have a problem, you like to analyze it and look at different ways to solve it. You like to work by yourself, and you don't like explaining your ideas to other people.
- **Artistic**—You are a "creator". You enjoy things like art, music and books, and express your feelings easily. You don't like rigid rules and structure.
- **Realistic** – You are a "doer". You like physical activities and projects. You like to find the answers to problems by doing hands-on work instead of talking about solutions.

**Work Values** are aspects of work that are satisfying to you. The following work values are generally associated with this career.

- **Achievement** – It's very important to you that your work allows you to use your best abilities. You want to see the results of your work and get a feeling of accomplishment.
- **Recognition**—It's very important to you that your work satisfies your need for prestige and leadership opportunities, as well as opportunities for advancement.
- **Relationships**—It's very important to you that you have friendly co-workers. You would like to be of service to others without compromising your sense of right and wrong.
- **Support**—It's very important to you to know the company stands behind its workers and has competent, considerate and fair management.
- **Working Conditions**—It's very important to you that your work satisfies your needs in areas like salary, job security and your working style preferences, such as working alone, staying busy all the time or having variety in your work tasks.
- **Independence** – It's very important to you that your work allows you to make decisions on your own. You want to try out your own ideas and work with little supervision.
- **Aptitudes** reflect a person's ability to acquire skills and knowledge. The following aptitudes are important for success in the career:

- **General Learning Ability**
- **Verbal Aptitude**
- **Numerical Aptitude**
- **Clerical Perception**



## WHAT THEY DO

Designs, creates, and modifies Web sites. Analyzes user needs to implement Web site content, graphics, performance, and capacity. May integrate Web sites with other computer applications. May convert written, graphic, audio, and video components to compatible Web formats by using software designed to facilitate the creation of Web and multimedia content. Belongs to the Information Technology cluster and Network Systems and Programming and Software Development pathways.

## SKILLS YOU NEED

### Basic Skills:

- Reading Comprehension
  - Active Listening
  - Writing
  - Speaking
- Critical Thinking
- Active Learning
- Monitoring

### Transferable Skills (applicable in other careers):

#### High level

- Creating design concepts for products and processes
  - Researching business problems to development solutions

#### Medium level

- Giving advice on computer programs and data
  - Planning project activities
- Processing data on computers

### Workplace Skills:

#### High level

- Complex Problem Solving
  - Programming
  - Troubleshooting
  - Time Management

#### Medium level

- Coordination
- Equipment Selection
  - Instructing
- Judgment and Decision Making
  - Operations Analysis
- Quality Control Analysis
  - Service Orientation
- Social Perceptiveness
  - Systems Analysis
  - Systems Evaluation
  - Technology Design

Additional skills for this occupation may be found at <http://www.iowaworkforcedevelopment.gov/career-exploration-resources>

## ESTIMATED & PROJECTED EMPLOYMENT

Occupational Title	2012 Estimated Employment	2022 Projected Employment	2012-22 Employment Change	Annual Growth Rate (%)	Total Annual Openings
Total, All Occupations	1,758,205	1,955,480	197,275	1.1	61,665
Computer & Mathematical Occupations	33,470	40,560	7,085	2.1	1,275
Web Developers	860	1,005	150	1.7	30

Source: <http://www.iowaworkforcedevelopment.gov/occupational-projections-0>

## 2015 WAGE & SALARY (\$)

Occupational Title	Average Wage	Average Salary	Entry Wage	Entry Salary	Experienced Wage	Experienced Salary
Total, All Occupations	19.77	41,122	9.55	19,858	24.88	51,755
Computer & Mathematical Occupations	34.36	71,470	21.43	44,571	40.83	84,919
Web Developers	29.43	61,205	16.18	33,655	36.05	74,980

Source: <http://www.iowaworkforcedevelopment.gov/occupational-projections-0>

## EDUCATION & TRAINING

Education	Work Experience	Job Training
Associates Degree	None	None

An associate degree or certificate is sufficient, although more advanced positions might require a computer-related bachelor's degree. Art or graphic design skills may be desirable.

Source: <http://www.iowaworkforcedevelopment.gov/occupational-projections-0> and <https://secure.ihaveaplaniowa.gov/>

## NATIONAL CAREER READINESS CERTIFICATE (NCRC)

Skill	Median Skill Level
Applied Mathematics	n.a.
Locating Information	n.a.
Reading for Information	n.a.

This ACT-developed credential demonstrates achievement and a certain level of workplace employability skills. The greater the score, the greater the skill level (Bronze = 3, Silver = 4, Gold = 5, Platinum = 6).

Source: <http://www.act.org/workkeys/analysis/occup.html>



## PRIMARY INDUSTRY SECTORS

### (Where are Web Developers Employed?)

Professional, Scientific, and Technical Services  
Credit Intermediation  
Insurance Carriers  
Educational Services  
Agriculture  
Data Processing  
Publishing

Source: <http://www.iowaworkforcedevelopment.gov/occupational-projections-0>

## ADDITIONAL SOURCES:

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