

Position Description

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

Job Title:	Webmaster/Technology Coordinator
Pay Table:	Support
Pay Grade:	11
FLSA Status:	TBD
Job Code:	576
Reports to:	Technology Services Administrator

JOB SUMMARY

Under the supervision of the Technology Services Administrator, the Web/Technology Coordinator manages the planning, maintenance, and accessibility of District web site's content and related web pages in a way that ensures the consistency of the Websites look and feel. This includes ensuring the layout, positioning, navigation, and look and feel of content are consistent across and throughout the organization. The position also will perform day-to-day administration of the organization's web portfolio.

ESSENTIAL JOB FUNCTIONS

- Performs a variety of technical duties involved in the design, development, updating and maintenance of the District web site and related web pages; determines proper artistic and visual layout for web site and pages.
- Assists to identify, recommend, and prioritize new web features and applications for the content management system template including content, quality, design, and style.
- Ensures sensitive and/or classified District information is not inadvertently posted on the web site.
- Designs and assures functionality of links, online forms, survey and scripts; implements a variety of website features and applications; creates, scans and modifies photographs, icons and graphics for website use; prepares, reviews, proofreads and edits website script and copy.
- Assists with routine functions of website and resolves conflicts by monitoring websites district-wide, testing district and school sites for functionality, broken links, copyright issues, etc.
- Determines and implements appropriate size and arrangement of graphic features and copy; selects style and size of type; arranges layout according to available space, established principles and aesthetic design concepts; monitors and adjusts web content in response to navigability of web pages.
- Monitors and maintains the website to assure proper operating condition. Monitors and maintains overall system health. Tracks and analyzes web traffic statistics for periodic reporting and review.

- Serves as a technical resource concerning the District website; responds to inquiries and provides information concerning related web pages, projects, systems, standards, requirements, practices and procedures; provides training and assistance in the operation of web sites, password problems, and related malfunctions.
- Communicates with District personnel, outside agencies, vendors, and the public to exchange information and resolve issues or concerns.
- Designs and implements online and face to face training for users. Develops and updates training materials as needed.
- Provides formal training in a lab setting as well as one-on-one training
- Participates in the testing and debugging of the District web site, pages and related applications; monitors and assures proper functioning of District web pages; assists in troubleshooting and resolving server and web page malfunctions.
- Assists in the development and implementation of website projects; confers with users to determine web site, page and development needs and requirements, evaluates and responds to request for web site additions, solutions, and revisions.
- Works closely with all school webmasters and administrative departments in creation of new web sites, daily maintenance and troubleshooting of websites, and keeping web pages updated and relevant.
- Reviews submitted sites and links; answers school and department-based technical questions on web development and deployment.
- Maintains system for District teachers to upload web content to web pages.
- Administers user names and rights and sets up individual websites for teachers and departments using web design program
- Transfers individual teacher websites to new school and/or removes users as necessary.
- Responds to all public inquiries about the district web sites and directs them to the appropriate information on the website, or routes incoming mail to the appropriate personnel, or provides contact information.
- Monitors and reviews budgets, facilitates acquisition of goods and services to insure quality and best pricing are maintained.
- Develops Professional Grade Marketing Materials, incorporating graphic design elements using Photoshop CS and Microsoft Publisher.
- Creates classes using the OnTrack system for staff development opportunities for teachers.
- Awards credit and licensure points for completion of classes in OnTrack.
- Writes and manages Tech Tip Tuesday Blog.
- Determines the technical, operational, logistical, and financial management for the conference.
- Develops a master conference timeline and detailed budget.
- Writes call outs for session proposals using application process.
- Recruits presenters and ensure that topics are appropriate.
- Coordinates technology requirements for presenters.
- Plans and facilitates committee meetings; works with school/custodial personnel, STS.
- Develops conference collateral materials.
- Builds conference website.
- Publishes conference schedule, session descriptions and presenter bios.
- Creates informational custom maps, handouts, event signage, graphics, DTC logo, name tags.
- Develops opening session video.
- Selects giveaways.
- Obtains nominations for elementary and secondary teacher of the year.

- Organizes food and beverage services with venue.

MINIMUM REQUIREMENTS

- Minimum of high school diploma or GED equivalent. AA degree desirable.
- One (1) to three (3) years of website or technical administrative experience preferred.
- Knowledge of district policies, state and federal laws and regulations.
- Previous computer graphic design and multimedia design experience to determine proper size, arrangement of graphic features, artistic and visual layout for web site and pages.

KNOWLEDGE, SKILLS AND ABILITIES

- Ability to read, write and perform basic mathematical calculations.
- Ability to operate a computer, peripherals, and application software programs including database management, spreadsheets, word processing and other proprietary software related to assignment.
- Ability to interface effectively with other departments, school personnel, and business contacts outside the District.
- Strong English written and verbal communication skills.
- Ability to interpret, apply, and explain applicable district policies and procedures.
- Strong interpersonal skills for dealing with public and other office staff.
- Working knowledge of content management system databases (CMS), HTML coding, responsive design characteristics, and graphic design software.

PHYSICAL DEMANDS

Sedentary work: Exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. The work also requires the following physical abilities in order to perform the essential job functions: feeling, fingering, grasping, handling, hearing, mental acuity, reaching, repetitive motion, speaking, talking, visual acuity and walking.

WORKING CONDITIONS

Employees in this position work in a relatively safe, secure, and stable work environment.

The Davis School District has the right to revise this position description at any time.