

**Webmaster Administrator**  
**New Hanover County Schools**

**Job Description**

**Class:** Classified  
**Division:** Superintendent  
**Dept:** Communications and Outreach

**TITLE:** Webmaster Administrator

**QUALIFICATIONS:**

1. Bachelor's Degree in Marketing, Communications, or related field.
2. Three years of web administrator/development and graphics design experience; or equivalent combination of education and experience.
3. Spanish bilingual proficiency preferred.
4. Valid NC driver's license.

**REPORTS TO:** Chief Communications Officer

**JOB GOAL:** Independently maintain New Hanover County Schools' Internet presence on all district and school websites. Perform programming and web design functions to ensure the advancement of district's communications, public relations, and marketing objectives.

**ESSENTIAL FUNCTIONS AND RESPONSIBILITIES**

1. Follow all rules, policies, and procedures of New Hanover County Schools, along with state and federal regulations pertaining to schools and technology.
2. Responsible for design, site structuring, and ongoing maintenance of New Hanover County Schools' district and schools' website presence.
3. Establish standards for appearance, feedback links, and forms for the webserver.
4. Manage the district's communications platform for family and staff notifications, including ensuring the listservs are accurate and synched with the district database, train administrators on the use of the platform, and send out district-wide messages to select audiences.
5. Assist with disseminating crisis communications.
6. Provide support and training for the development of teacher webpages.
7. Assist in the selection and purchasing of technology resources.
8. Engage in ongoing evaluation of the effectiveness of the website platform, digital tools, and features.
9. Provide technical advice, information, assistance and support regarding equipment and technical infrastructure and interface with client services representatives to resolve technical and aesthetic issues.

10. Develop and maintain a thorough knowledge and understanding of website design and content management, ADA compliance guidelines, and responsive websitedesign.
11. Provide leadership for the development of website design standards, brand standardsand digital best practices across all district-wide websites.
12. Plan and coordinate ongoing website training sessions for division, department,and school webmasters.
13. Maintain basic knowledge of HTML coding to facilitate design and content needs when needed.
14. Work with divisions, departments, and schools to enhance content, design, and features for webpages.
15. Perform related duties and responsibilities as requested by the Chief Communications Officer.

*The above statements describe the general nature and level of work being performed by individuals assigned to this job. This is not intended to be an exhaustive list of all responsibilities and duties required of personnel so employed.*

**Terms of Employment:** Twelve-month work year/At Will/FLSA Exempt

**Starting Salary and/or Grade:** Grade 77

**Evaluation:** Performance of this job will be evaluated in accordance with provisions of the Board and local policy on evaluation of personnel.

**Knowledge, Skills and Abilities:**

- Demonstrate functional knowledge of web server administration, Finalsite, PHP programming, MySQL programming, SharePoint 2007, web page authoring software, major educational and business software packages, use of the Internet and its protocols, and computer software installation and training.
- Ability to manage multiple high-priority tasks at once.
- Ability to provide technical and software support to a diversity of individuals/groups; knowledgeable and competent in website management functions and applications.
- Effective communication and interpersonal skills; ability to communicate clearly and concisely, both verbally and written.
- General knowledge and experience in managing and forecasting budgetary items; ability to prepare and administer a project budget.
- Ability to establish and maintain cooperative working relationships; to work alone or supervise any number of personnel required to accomplish the assigned task.
- Ability to coordinate, plan, and meet deadlines, accomplish specific tasks, or meet specific standards.
- Ability to lift up to 20 pounds.