

JOB DESCRIPTION

I. TITLE

District Webmaster

II. PRIMARY FUNCTION

Under the direction of the Superintendent or designee, the webmaster will construct and maintain a district-wide and school-specific website

III. REPORTS TO

Superintendent of Schools or designee/Assistant Superintendent for Curriculum and Instruction

IV. QUALIFICATIONS

- Knowledge of all website design and software, including HTML, ASP.NET and ASPX
- Knowledge of web servers with ability to access and upload files using a VPN
- Ability to use graphic design software
- Familiarity with blog, vid-cast and pod-cast applications
- Working knowledge of the school district
- Strong communication skills and writing ability
- Ability to organize and establish the logics of a large project in a team environment
- Experience with long-range planning and problem solving
- Understanding of the website as a public relations tool to promote a positive image of district at large
- Must possess NJ Regular Teacher Certification
- Bachelor's Degree is required – Master's Degree preferred
- Such other qualifications of academic, professional and personal excellence as the Edison Township Board of Education may specify

V. MAJOR DUTIES AND RESPONSIBILITIES

- Provide ongoing maintenance, evolution and archiving of the district's website and services
- Continually monitor and update the sites to ensure that all necessary and required information is accessible when it is needed and in a manner that is in compliance with district expectations and public image
- Develop and maintain a schedule of archiving district information that is inactive or outdated, meeting the goals, responsibilities and services of the district
- Maintain an active role in researching equipment, software and services necessary in the evolution and operation of the website
- Ensure that new equipment and software is compatible and will not disrupt or impede the operation of the website
- Develop and coordinate methods and procedures for collecting information necessary to allow for ongoing improvement of the website
- Prepare district reports as necessary to reflect effectiveness of website design
- Performs such other duties as may be assigned by the Superintendent or designee

VI. TERMS OF EMPLOYMENT

In accordance with the provisions of the BOE/ETEA contract