

SAN DIEGO COUNTY OFFICE OF EDUCATION
Personnel Commission

CLASS TITLE: WEB PUBLISHER, Grade 41

DEFINITION:

Under general supervision, the Web Publisher formats, styles, adds visual appeal, and finalizes a variety of content, including program and instructional materials for web publication, and maintains data on assigned web pages.

REPRESENTATIVE DUTIES

This position description is intended to describe the general nature and level of work being performed by the employee assigned to the position. This description is not an exhaustive list of all duties, responsibilities, knowledge, skills, abilities, and working conditions associated with the position. Incumbents may be required to perform any combination of these duties. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

ESSENTIAL FUNCTIONS:

Formats, styles, merges, edits, and proofreads reports, forms, brochures, training and marketing materials, visual displays, and other printed materials from rough copies.

Converts submitted content to web-based documents that allow customers to effectively download materials.

Designs web layouts and maintains web pages and links that comply with standard accessibility requirements and SDCOE branding and style guidelines.

Advises on web design specifications according to identified needs.

Implements web site content updates as needed.

Ensures that projects are prioritized for urgency and importance and that budget meets the goals of the project.

Communicates with technical staff in Integrated Technology Services to report and resolve web site errors and problems.

Compiles reports as needed that include charts, statistical tables, and graphs.

Assists other staff within assigned program with technical questions related to desktop web publishing.

NON-ESSENTIAL FUNCTIONS:

Performs related duties as assigned.

CREDENTIALS, CERTIFICATES, LICENSES OR OTHER REQUIREMENTS:

None

EDUCATION AND EXPERIENCE:

A combination of education, training and experience which clearly demonstrates possession of the knowledge, skills and abilities detailed below. A typical qualifying experience would include: An associate’s degree or equivalent coursework in computer science, graphics, networks, marketing, communications, or a field closely related to the knowledge and abilities of this classification, and two years’ experience in the design and creation of web content, and formatting of a variety of content materials in both electronic and hard copy versions involving the use of a variety of software applications, including the conversion/placement of such materials onto the Internet.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Software applications used to create publications such as PageMaker, Adobe Illustrator, Acrobat, Photo Shop, MS Word, PowerPoint, Keynote, Content Management Systems; web editing programs; the Internet Web capabilities, trends, applications, browser types and operating characteristics, web access devices, terminology, variations caused by different browsers/versions/hardware; copyright laws; ADA accessibility requirements; SDCOE branding and style guidelines; design principles for both electronic and hard copies including cropping, framing, spacing, color, text enhancement/choice, integrating text/visuals, paper-stock/folding.

ABILITY TO:

Create work products that others find easy to use, intuitive, pleasant to look at or experience; apply appropriate methods and techniques to ensure quality and consistency in work product; show a high level of care and thoroughness in handling the details of the job; use specialized, purpose-driven equipment and software, shared data-base systems and web-based applications; pursue related learning in computer software programs and other technical skills; produce alternative designs for familiar products; be self-directed, self-monitoring in commitments and accomplishments; make interpretations, applications, deductions, and inferences from text; communicate clearly and concisely, both orally and in writing; and model communications and interactions that respect and include all individuals and their languages, abilities, religions, and cultures.

WORKING CONDITIONS & PHYSICAL ABILITIES:

Indoor office environment.

Must be able to hear and speak to exchange information; see to read a variety of materials and perform assigned duties; possess dexterity of hands and fingers to operate assigned equipment; stand, walk, bend, stoop; twist, push, pull, kneel, and squat for extended periods of time; reach overhead, above the shoulders and horizontally, to perform assigned duties.

Established	Approved by Personnel Commission	Revised	FLSA Status	Salary Grade
06/2018	June 20, 2018		Non-Exempt	41