

**SAYREVILLE PUBLIC SCHOOLS
WEBMASTER/DIGITAL MEDIA COORDINATOR**

Position: Webmaster/Digital Media Coordinator

Reports to: Director of Technology

Hours:

The duties related to this position will be fulfilled outside the contracted work day. The Webmaster will be expected to work a minimum of 150 hours beyond his/her contracted work day. He/she will maintain monthly time and activity sheets for the work done as the district's Webmaster.

Primary Function:

The Webmaster is responsible for overseeing, implementing, and maintaining the district and school websites, social media sites, email blasts, web calendars, and communication apps.

Qualifications:

- Demonstrate a working knowledge or have experience with website design and development, social media usage and implementation (Facebook, Twitter, etc.), and HTML web programming.
- Expertise with the use of web design programs, HTML programming, and technology used with social media and communication apps.
- Proficiency in the manipulation and maintenance of websites.
- Excellent written communications skills with a strong attention to detail
- Working knowledge of the school district and community

Major Duties and Responsibilities

- Consistently demonstrate a thorough working knowledge of websites, social media, and communication apps
- Assume responsibility for the oversight of website, social media, and app security and maintenance
- Verify that all content posted to websites, social media, and apps are in compliance with district policies and procedures.
- Verify that all content posted to websites, social media, and apps are compliance with Section 508 of the Rehabilitation Act of 1973 (29 U.S.C § 794 (d)).
- Actively upgrade existing website content to meet WCAG 2.0 conformance level AA to comply with Section 508 of the Rehabilitation Act of 1973.
- Prepare and transmit data/images acceptable for inclusion in school and district web page(s), social media, and apps; including: events, calendar, parent/teacher activities, newsletters, news, broadcasts etc.

- Capture digital images (digital camera supplied by Sayreville School District) for inclusion on District and school websites, social media, and apps
- Coordinate with building level staff and administration to ensure that school and department level websites are populated and updated with school specific information.
- Coordinate with district and school administration on conducting web based surveys
- Work with district and school administration to manage the district automated notification system
- Direct outside vendors on posting and maintain all web based advertising on district and school websites
- Work with school and department staff to assist in web site editing and digital communication needs.
- Work with school Web Assistant/Technology Facilitators to ensure school websites are compliant with Section 508 of the Rehabilitation Act
- Monitor and resolve communications to webmaster email
- As needed, post emergency closing information to the website/social media forums
- Coordinate the planning and installation of a common framework for each school's web page
- Implement procedures for authorized staff to upload content to school web pages
- Monitor all district/school websites to verify accuracy of content and compliance with district policies and State or Federal regulations
- Provide trainings and support to school staff authorized to post to school websites
- Coordinate the preparation and timely electronic posting/distribution of all district/school publications and news releases
- Monitor web site traffic and tabulate web usage statistics. Provide reports to Director of Technology and Assistant Superintendent of IT and Operations.
- Coordinate the recording, editing, and posting of Superintendent approved and Board of Education videos
- Develop and maintain a schedule of archiving district information that is inactive or outdated
- Work with district staff to ensure compliance with Board of Education policy on students who are able to be photographed
- Work with website/digital communication vendor to troubleshoot and resolve problems with provided services

Stipend: \$6000

Terms of Employment: Twelve month stipend position.