THE PERSONNEL COMMISSION
(supporting education through merit)

OXNARD SCHOOL DISTRICT
NOTICE OF SPECIAL MEETING
AGENDA

Wednesday, September 29, 2021
4:30 p.m. Special Meeting
Portable 403 of the ESC
1051 South A Street, Oxnard, CA 93030

A. ORDER OF BUSINESS

1. Call Meeting To Order

2. Roll Call

3. Adoption of the Agenda

B. COMMENTS BY THE PUBLIC

Public Comment provides the public an opportunity to address the Personnel Commission ("Commission") on non-agenda items. Speakers are requested to limit their remarks to three (3) minutes. The Commission shall limit the total time for Public Comment on each subject to fifteen (15) minutes. The Commission may not deliberate or take any action on items raised during this portion of the meeting.

C. ACTION ITEMS

1. Web Content Analyst
   The Personnel Commission will consider the establishment of the new classification, salary placement, and job description.

D. ADJOURNMENT

Note: In accordance with the requirements of the Americans with Disabilities Act and related federal regulations, individuals who require special accommodation, including but not limited to an American Sign Language interpreter, accessible seating or documentation in accessible formats, should contact the Personnel Commission before the meeting date. Any materials relating to an agenda item that are distributed less than 72 hours prior to a meeting are available at the Personnel Commission Office located at 1051 South "A" Street, Oxnard, California 93030

PERSONNEL COMMISSION AGENDA ITEM

Name of Contributor(s):   **Date of Meeting:**
Shristie Nair-Villano   September 29, 2021
Director, Classified Human Resources

TITLE: CLASSIFICATION NEW – WEB CONTENT ANALYST

BACKGROUND & FINDINGS:

Superintendent Dr. Aguilera-Fort has requested that the Personnel Commission create a new classification of Web Content Analyst.

The classification of Web Content Analyst will design, publish, monitor, and update new and existing web pages District-wide and to individual school sites; maintain the accuracy of information posted, and ensure web pages contain content appropriate for effective use by students, staff, design, publish, monitor, and update new and existing web pages District-wide and to individual school sites; maintain the accuracy of information posted, and ensure web pages contain content appropriate for effective use by students, staff, and the public.

SALARY PLACEMENT:

Staff conducted an external salary survey and studied internal relationships within the Classified Management salary schedule to determine a salary placement.

Based on the alignment of positions, it would be appropriate to place the proposed classification of Web Content Analyst at salary range $76,555 - $90,952 of the Classified Management salary schedule.

RECOMMENDATION:

Staff recommends that the Personnel Commission take action to:
-   approve the new classification specification for Web Content Analyst and
-   allocate the classification of Web Content Analyst to salary range $76,555 - $90,952 of the Classified Management salary schedule.

WEB CONTENT ANALYST

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

SUMMARY OF DUTIES

Under the direction of the Superintendent or designee, design, publish, monitor, and update new and existing web pages District-wide and to individual school sites; maintain the accuracy of information posted, and ensure web pages contain content appropriate for effective use by students, staff, and the public; and performs a variety of other duties relative to assigned area of responsibility.

SUPERVISION RECEIVED AND EXERCISED

- Receives supervision from the Superintendent or designee.
- Provides training to District staff.

ESSENTIAL DUTIES

- Designs, publishes, monitors, and updates new and existing web pages for various District departments; program HyperText Markup Language (HTML), Cascading Style Sheets (CSS), Templates, and other current code and scripts for web site applications.
- Develops, updates and maintains the overall design and functionality of the District website with an emphasis on consistency of appearance and ease of navigation, maintains dynamic and up-to-date content on the web; confers with management and department personnel in the development and implementation of information for inclusion on the District website.
- Develops and analyzes website analytics; produces routine and special analytics reports.
- Designs and implements professional learning modules geared to web design communication.
- Installs, configures, maintains, and upgrades web servers and related software applications; performs troubleshooting and provides technical support for web applications.
- Works in collaboration with school site administration and staff to plan, develop, and post content on individual school site websites accessible to students, staff, administration, and the general public; analyzes and recommends site design and content improvements including graphic design, layout and navigation.
- Utilizes content management systems to develop, update and maintain front-end website design and maximizes aesthetic, usability, accessibility, format functionality, and user experience.
- Researches and evaluates new standards, technology, and trends regarding web page design and maintenance.
- Ensure functionality, integrity, and security of web pages and site applications; maintain an appealing flow of uniformity through the development and integration of new web pages, search engines, and other applications; maintains confidentiality of sensitive information.
- Develops and conducts formal and one-on-one trainings pertaining to web design, content management systems, digital asset management, and other software or functions related to marketing and communications; provides ongoing training and assistance as necessary.
- Designs, produces, edits, and integrates graphics and written content for website and other electronic communication.
- Designs, develops, and distributes marketing assets and content, including photos, graphics, videos, blogs, and posts.
- Supports system upgrades and updates as required, including, but not limited to loading of upgrade software, system backups, and application operations and report testing.
- Configures, installs, repairs, troubleshoot, and maintains computer software, hardware, and related equipment in a variety of settings to ensure efficient operation and prevent service interruptions, as needed.
- Tests, monitors, and evaluates websites; ensures that content and website appearance conform to style guidelines and is consistent with District-wide website guidelines.
- Assists with development and execution of additional communication projects including survey platforms, mass notifications, move to digital forms, community relations, move to digital flyers.

Other Related Duties
- Performs related duties and responsibilities as required.

KNOWLEDGE, ABILITIES, AND TRAITS
Knowledge of:
- Modern computer hardware systems and software packages, including word processing, database, spreadsheet, and desktop publishing.
- General methods and procedures of operating computers, peripheral equipment, and modern office practices.
- Principles and practices of training
- Standard web programming and graphics mark-up languages
- Current technological trends applicable to website development
- Web servers and site management tools
- Artistic elements of web design
- Website usability concepts
- Principles of applications database design and development
- Principles and practices of network security and security protocols
- Website development software programs
- Standard business English, grammar, and spelling
- Principles and techniques of graphic design
- Principles of marketing and communications
- Applicable rules and laws which govern web-based content
- Internet Web capabilities, trends, applications, browser types and operating characteristics, web access devise, terminology, variations caused by different browsers/versions/hardware
- Copyright laws

Ability to:
- Assess the business needs of academic and administrative departments as it relates to web design and maintenance.
- Communicate clearly and concisely, both orally and in writing
- Establish and maintain cooperative and effective working relationships with others
- Analyze situations accurately and adopt effective courses of action
- Apply creativity in the design of web pages
- Establish and maintain project schedules and balance responsibilities for multiple activities to ensure timely, high-quality results
- Keep technical skills current to meet continuing systems administration responsibilities
- Train and coach users in the design and authoring of web documents

Traits:
- Appreciates the differences among people;
- Diligently attends to details and quality;
- Easily adapts to situations and changes;
- Effectively manages one's own time, priorities, and resources;
- Is trustworthy and responsible for his/her actions;
- Logically grasps and thinks through issues and problems;
- Promotes goals and leads by example;
- Remains steady under pressure;
- Stays focused and has good work ethic;
- Strives to meet customers' needs;
- Works around obstacles and is self-starting.

EMPLOYMENT STANDARDS

Education: A bachelor's degree or equivalent from an accredited college or university in computer science, computer information systems, or a related field.

Experience: Four years of professional experience in designing and maintaining websites.

Special: Possession of a valid California driver's license.

Ability to be insured, and continue to be insurable, by the District's liability insurance carrier.

All licenses, certificates, and other requirements listed above are required at the time of employment and must be maintained during the course of employment unless otherwise noted.

Physical Requirements: Employees in this classification stand, walk, sit, stoop, bend, reach overhead, lift and carry up to 20 pounds without assistance, push, pull, use fingers, wrists, and hands repetitively, use both hands simultaneously, speak clearly, hear normal voice conversation, and see small details.

WORK ENVIRONMENT: Employees in this classification work primarily inside an office environment, with frequent interruptions, with changing priorities and short deadlines, and may drive an automobile to conduct work.

APPOINTMENT: In accordance with Education Code Section 45301, an employee appointed to this class must serve a probationary period of one (1) year during which time an employee must demonstrate an overall satisfactory performance in order to attain permanent status.

Salary Range: Classified Management Schedule

Approved: September 29, 2021