

WESTMINSTER SCHOOL DISTRICT JOB DESCRIPTION

TITLE: WEB CONTENT AND PROJECT MANAGEMENT SPECIALIST

BASIC FUNCTION:

Under the direction of the Chief Technology Officer, the Web Content and Project Management Specialist is responsible for planning, developing, implementing, and maintaining web content, digital media, and online communication strategies. This role will also oversee project management tasks, ensuring the effective execution of digital content initiatives, coordinating web-based services, and integrating district-wide communication and technology solutions.

ESSENTIAL DUTIES:

Plan, develop, design, and manage web content across district platforms, ensuring compliance with accessibility, usability, and security standards.

Coordinate and oversee web projects across departments, schools, and administrative sites, ensuring alignment with district communication and branding policies.

Establish and implement best practices for web content creation, social media management, and digital communication strategies.

Evaluate, recommend, and manage content management systems, third-party tools, and web applications for optimal performance and interoperability.

Develop and implement a structured project management methodology for digital initiatives, ensuring efficiency in execution and compliance with best practices.

Lead project lifecycle activities, including planning, requirements gathering, risk assessment, resource allocation, and progress monitoring.

Maintain digital asset repositories, ensuring effective organization and retrieval of multimedia content, web templates, and communication materials.

Design and develop print and digital graphics, infographics, and interactive elements for online communication and marketing initiatives.

Manage and coordinate video production projects, including recording, editing, publishing, and distribution of digital media.

Train and support district personnel in web and digital content creation, social media best practices, and web accessibility compliance.

Monitor and manage project budgets, including tracking expenses, resource allocation, and financial reporting.

Facilitate meetings, workshops, and training sessions for content creators, department stakeholders, and leadership teams.

Research, evaluate, and recommend emerging web technologies and digital communication trends to enhance user engagement and operational efficiency.

Serve as the primary point of contact for website-related inquiries, troubleshooting issues, and providing technical assistance as needed.

Assist with the integration and administration of district-wide digital tools such as web-based communication platforms, content management systems, and mass notification tools.

OTHER REPRESENTATIVE DUTIES:

Collaborate with IT and other departments to ensure seamless integration of digital tools and resources.

Provide guidance and technical support for website contributors and social media administrators.

Assist in the creation and implementation of emergency communication strategies through web and digital platforms.

Evaluate and enhance search engine optimization (SEO) strategies to improve the district's online presence.

Perform job related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Principles and practices of web content development, project management, and digital communication.

Content management systems (CMS), website development, HTML, CSS, and multimedia tools.

Social media management, online branding, and digital marketing strategies.

Graphic and multimedia design software, including Adobe Creative Suite and video editing tools.

Project management methodologies, risk assessment, and reporting tools.

Best practices for website usability, accessibility, and security compliance.

Online collaboration tools and digital communication platforms.

Standard business and technical writing practices.

IT policies, cybersecurity standards, and data confidentiality requirements.

ABILITY TO:

Plan, develop, and manage web and digital communication projects.

Design, maintain, and update website content, ensuring consistency and quality.

Coordinate and oversee project activities, ensuring timely delivery and stakeholder engagement.

Analyze, troubleshoot, and resolve website and multimedia issues efficiently.

Communicate effectively with diverse teams, stakeholders, and leadership.

Conduct training and provide technical support to non-technical users.

Adapt to changing technology and industry trends.

Work independently and manage multiple projects simultaneously.

Prepare reports, documentation, and digital assets for training and reference purposes.

Analyze situations accurately and adopt an effective course of action.

Maintain current knowledge of technological advances in the field.

Prepare records and reports related to assigned activities.

Communicate effectively both orally and in writing.

Understand and follow oral and written directions.

Establish and maintain cooperative and effective working relationships with others.

Meet schedules and timelines.

Work independently with little direction.

Plan and organize work.

Prepare and conduct oral presentations.

EDUCATION AND EXPERIENCE:

1. Associate degree in communications, Digital Media, Web Development, Project Management, Information Technology, or a related field.

And

1. Three years of experience in web content development, project management, digital media production, or a related field.
 2. Certification in Project Management (PMP, CAPM) or experience in a structured project management environment is highly desirable.
 3. Experience with video production, web analytics, and social media management is highly desirable.
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LICENSES AND OTHER REQUIREMENTS:

Possession and maintenance of a valid California Driver's License and a reliable motor vehicle for personal transportation and insurability by the District's insurance carrier.

PHYSICAL DEMANDS:

While performing the duties of this job, the employee is regularly required to do the following:

- Grasp, grip, handle, or use hands for fine motor tasks.
- Prolonged standing and/or sitting.
- Reach with hands and arms.
- Frequently talk, hear, and listen.
- Occasionally required to stand, walk, climb or balance, stoop, kneel, or crouch.
- Specific vision abilities required of a person in this job include close vision, distance vision, depth perception, and the ability to change focus.
- Regularly lift and/or move objects weighing up to 25 pounds.
- Frequently lift and/or move objects weighing up to 50 pounds.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

WORKING ENVIRONMENT:

Indoor environment.

Driving a vehicle to conduct work.

Working around electrical equipment and video displays.

Regular interaction with internal teams, school site personnel, vendors, and external agencies.

PREPARED BY: Classified Personnel Department DATE: March 11, 2025

APPROVED BY: Board of Trustees DATE: May 22, 2025

APPROVED BY: Personnel Commission DATE: April 22, 2025