Position: Web Content/Social Media Specialist	FLSA: Non-Exempt
Department/Site: Communications	Salary Grade: 16
Evaluated by: Superintendent or designee	

NATOMAS UNIFIED SCHOOL DISTRICT POSITION DESCRIPTION

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.

OVERALL OBJECTIVE AND SUMMARY:

Under the direction of the Superintendent or designee, the Web Content/Social Media Specialist applies advanced skill and knowledge to support, write, edit, update, program, code, design and/or develop the District's internet and intranet web pages and social media applications. Provides specialized layouts for, and support to the District's website and social media content and access. Continually updates/edits/adds content to be current with District, school site, and department needs, and re-evaluates presentation effectiveness and access to ensure optimum performance and compliance with the District's standards for websites, social media, and communications.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Essential responsibilities and duties may include, but are not limited to, the following:

- Writes, updates, edits, and maintains internet and intranet web pages that contain text, graphics, and video and are accessed through the District's website and social media applications and modifies existing source coding to assure proper page linkages
- Provides support for event calendars, athletics, activities, adult education, and department and school site home pages
- Confers with staff to clarify purpose and requirements for the web pages and/or social media content to assure high quality, accessibility, integrity, consistency and accuracy of the content
- Provides support, training, and service to school site and department staff in the development, implementation and maintenance of their websites and related applications
- Reviews district websites for conformity to district standards and updates as appropriate
- Develops connections to social networking resources, including those specifically developed for students and families
- Monitors and prepares regular reports on website usage
- Create multimedia content inclusive of photography and videos
- Maintains archives, materials, and project documentation
- Ensures consistency of District brand
- Ensures mobile-friendly website development
- Builds and executes social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Sets up and optimizes district and school pages within to increase access and visibility to important information

- Creates calendars and syndication schedules
- Manages user accounts and updates access to website for district staff
- Performs other duties as assigned that support the overall objective of the position

QUALIFICATIONS

Knowledge and Skills:

- Requires web programming knowledge and skills using HTML and WordPress
- WCAG 2.0 website accessibility and standards
- Requires a working knowledge of the principles of, and techniques used for design and maintenance of websites that provide information and process transactions
- Requires a working knowledge of content management systems and website hierarchy, web page structure, and some photo and video creating/editing
- Requires a working knowledge of software browsers such as, but not limited to, Microsoft Internet Explorer, Google Chrome, Safari, etc.
- Requires well-developed skills in copy editing, proper American English language composition, usage, grammar, syntax, vocabulary, spelling and punctuation
- Requires knowledge of standard office procedures
- Requires sufficient human relations skill to work cooperatively as part of a team and facilitate discussions with staff and others outside the department to extract information about web page needs
- Trends in Social Media
- Story-boarding with images, videos images and other social media
- Proficient with both PC and Mac computer systems

Ability to:

- Operate a variety of technology equipment such as computers, mobile devices, projectors, cameras, etc.
- Update skills on a regular basis to keep ahead of rapidly changing technology
- Problem solve and resolve issues with appropriate solutions
- Create and edit web page text and graphics
- Communicate technical and complex information to 'non-technical' users
- Provide training to staff in use and maintenance of web pages
- Read, understand and apply information from technical manuals
- Prioritize work in order to meet deadlines and maintain schedules
- Communicate, understand and follow both oral and written directions effectively
- Establish and maintain cooperative and effective working relationships with diverse groups of people
- Maintain current knowledge of technological advances in the field
- Work independently with little direction
- Demonstrate social networking experience and social analytics tools knowledge
- Provide quality customer service
- Manage multiple projects simultaneously
- Edit text error-free with accuracy
- Establish effective working relationships with students and parents; school, network and central office staff

- Lead large-scale programs and/or projects
- Demonstrate a sense of urgency in accomplishing goals and objectives to ensure success
- Work occasional evenings and weekends
- Communicate using patience and courtesy in a manner that reflects positively on the District
- Actively participate in meeting District goals and outcomes
- Learn District organization, operations, policies, objectives and goals and ensure activities align with the aforementioned

PHYSICAL ABILITIES

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This position requires:

- Requires the ability to function effectively indoors in an office environment engaged in work of primarily a sedentary nature and to accomplish the following, with or without reasonable accommodation
- Position involves light to medium walking, standing, stooping carrying and lifting of lightweight materials (under 25 pounds)
- Requires visual acuity to read numbers, letters, and images
- Requires hand and finger dexterity to use a keyboard at an advanced rate, and hand-eye coordination to use a computer pointing device
- Requires speaking and hearing ability sufficient to hear over phone and carry on routine conversations

EDUCATION AND EXPERIENCE

- Associate's degree in English, Journalism, or similar discipline plus two years of experience in web page development and content editing preferred
- Two years of experience working with multiple social media platforms such as Facebook, Instagram, Twitter, and LinkedIn

LICENSES AND CERTIFICATES

Web Development Certificate, Webmaster Certification, or similar
Possession of a valid California Driver License and proof of insurance are required