

ST. MARY'S COUNTY PUBLIC SCHOOLS
EXEMPT EDUCATION SUPPORT PROFESSIONAL POSITION DESCRIPTION

WEBMASTER

POSITION: **Webmaster**

REPORTS TO: **Chief Strategic Officer**

LOCATION: **Office of Strategic Initiatives**

NATURE OF WORK:

This position serves as webmaster and performs duties related to a wide variety of communications projects and will assist with public and employee communication activities through the school system's website. This position will be responsible for monitoring, updating, and supporting communications through the school system's website. Further, the role supports the work of the digital media team in assisting school and office webmasters in the design and maintenance of websites.

ESSENTIAL FUNCTIONS:

- Ability to professionally relate to and collaborate with co-workers, students and community members
- Ability to understand and maintain confidentiality
- Ability to use technology effectively to complete tasks
- Ability to report to work daily and on time
- Ability to organize, supervise, coordinate, and establish priorities of tasks to be completed
- Ability to work independently in the absence of detailed instructions and to follow complex oral and/or written instructions
- Ability to communicate courteously and tactfully with staff, students, parents and the community in a timely manner
- Possess excellent time management skills and ability to take initiative and make decisions within assigned responsibility in a challenging, fast-paced professional environment and be flexible in work responsibilities and hours
- Possess knowledge of the programs, policies, and procedures of the St. Mary's County Public School System
- Knowledge of school board and state policies, rules, and regulations, including those related to accessibility, COPPA, and FERPA

DUTIES AND RESPONSIBILITIES:

- Constructs website designs and web pages using HTML, XML, and CSS
- Designs and maintains websites and related resources using web and graphic editing software, including Dreamweaver, Photoshop, and Illustrator
- Trains others and uses Google Suite tools (e.g., Drive, Sites, Docs, Forms) to assist in delivery of information, resources, and system initiatives
- Applies knowledge of public education, news media, coordinating and implementing public outreach activities, public relations campaigns and programs or similar activities
- Supports school system communications through the website used by schools and offices
- Collaborates with the departments and divisions regarding the incorporation of new technology for the delivery of content and resources across the school system's website
- Assists school-level webmasters with publishing information, updates, and resources on school websites

- Assists in training staff in the development and maintenance of websites or related online communication media
- Ensures that the information being communicated is in compliance with any federal, state, and county government mandates that may apply
- Audits and ensures website accessibility compliance
- Maintains the web page and electronic information, including possible emergency circumstances
- Supports the digital media team and the Office of Strategic initiatives
- Assists in public relations efforts in promoting SMCPs information and initiatives
- Oversees a wide variety of internal and external communication projects through the school system's website
- Performs other related and non-related job duties as assigned

QUALIFICATIONS:

Required:

- Bachelor's degree in computer science, Information Technology, Instructional Technology or related field
- Five (5) years of progressively responsible experience
- Two (2) years of related to website editing software, website design and maintenance, and using the Web as a promotion and marketing tool for government or public entity

Preferred:

- Knowledge of Cyber Security best practices and Website Hardening concepts
- Experience in the application of web technology in the educational setting
- Experience in using Google Suite tools (e.g., Drive, Sites, Docs, Forms)
- Knowledge of web usability guidelines such as WCAG 2.0 and Section 503 compliance rules

TERM OF EMPLOYMENT:

Full-time twelve-month position.

SALARY GRADE RANGE: The salary for this EXEMPT position will be based on EASMC-ESP salary schedule for twelve-month seven-hour employees - Range 36.

BARGAINING UNIT ELIGIBILITY: EASMC-ESP

Updated 07.2024, 5.2025