

ONLINE PRESENCE SPECIALIST

JOB SUMMARY

Under general supervision, using considerable journey-level skills provides extensive training and support to district employees in their use of website, social media and other platforms for online presence. Design, facilitate and support the district website, as well as district social media channels and other online platforms including in-person, online, and written training.

DISTINGUISHING CHARACTERISTICS

The classification of Online Presence Specialist differs from other classifications in that the duties are focused on online communication technologies and require a significant amount of training of staff members across the district including classroom teachers and administrators while still being able to produce, curate and refresh content on the website and other platforms. The Online Presence Specialist position will have more responsibilities for operating and maintaining the district's website and social media platforms and creating and conducting training for staff. This position will work closely with the Director of Innovation and Instructional Support, the district communications team, and the Superintendent's Office.

SUPERVISION RECEIVED AND EXERCISED

This classification reports to the Director of Innovation and Instructional Support or other assigned administrator. This class does not exercise supervision over other positions but may serve as a technical lead to assigned staff within the department.

EXAMPLES OF DUTIES – Duties may include, but are not limited to, the following:

- Supports, maintains and monitors the use of district website;
- Consults with website editors to enhance design for user experience;
- Supports, maintains and monitors the use of district social media channels;
- Plans, implements, manages, monitors, and upgrades the organization's online presence with attention to optimizing for search engine results and user experience (website, Google business profiles, social media channels);
- Responds to and troubleshoots all web presence issues;
- Identifies and responds to all website security breaches;
- Ensures that district and site online presences are protected by enabling the appropriate security measures;
- Updates website coding (such as HTML and CSS) as needed;
- Communicates with current or future vendors on website management, troubleshooting, enhancements, etc.;
- Conducts content audits to eliminate redundant and/or duplicate information online;
- Ensures web presence quality and efficiency by conducting regular test plans;
- Improves the User Experience of the web presence regularly;
- Collaborates with all staff and management to ensure that the online presence aligns with brand strategy and meets the organization's standards;
- Implements, manages, monitors and upgrades the search engine optimization for web assets;
- Creates strategies to grow subscriber base and web traffic metric such as email marketing and online advertising;
- Ensures full compliance on the web presence with all laws and regulations including accessibility through design and through communicating non-compliance to users for appropriate remediation;
- Evaluates analytics and recommends strategies for online advertising campaigns and communication;
- Keeps up to date with industry best practices and monitor other LEA and district online presences to compare for improved strategies and features;
- Evaluates the impacts and effects of new web technologies on communication efforts and initiatives;
- Other duties as assigned.

EMPLOYMENT STANDARDS

Any equivalent combination of training, education, and experience that demonstrates the applicant likely to possess the required knowledge, skill, and ability to perform the job duties:

Education: AA in Web Design, Communications or related field preferred.

Experience: Two years of related experience in the field of web design, or website maintenance.

Knowledge of:

- Content Management Systems, WordPress and W3C Web standards
- HTML, XHTML, and CSS design
- Search Engine Optimization (SEO) and Pay Per Click (PPC)
- Google Webmaster tools
- Google Analytics

Ability to:

- Explain complex technical issues in non-technical terms; maintain harmonious working relations with school administrators, teachers, staff, students and the public;
- Work without close supervision;
- Encourage and motivate novice users to use technology using patience, tact and diplomacy;
- Troubleshoot and resolve problems experienced by computer system users;
- Maintain accurate records of software licenses, versions and installations;
- Work without close supervision;
- Operate computers/devices;
- Maintain harmonious working relations with school officials and other employees, students and the public;
- Work with users in a friendly manner and maintain a positive work environment;
- Follow oral and written directions;
- Interpret a variety of instructions furnished in written, oral, diagram, or schedule form;
- Maintain insurability to drive a personal vehicle on the job;
- Read, write, and speak English at a level required for satisfactory work performance;
- Read, analyze and interpret general business periodicals, professional journals, technical procedures, or governmental regulations;
- Write reports, business correspondence, and procedure manuals.

License and Training: Possession of a valid Class C California Driver's License.

PHYSICAL STANDARDS

The work environment and physical demands of the positions as described below are representative of those that must be met by an employee to successfully perform the essential functions of a position in this computer management category. Reasonable accommodations may be made to enable individuals to perform the essential functions of a specific position. These physical standards are generic in nature and tasks may vary dependent on specific trade and or specialized work assignment.

Work Environment: While performing the duties of this position employees are subject to constant interruption. The employee must be able to meet deadlines with severe time constraints. These positions may also be high volume positions and works without direct and/or constant supervision. Although the employee in these positions works mainly indoors, they may be required to work outdoors with exposure to seasonal weather conditions. The employee may be required to work at varying heights and in restrictive areas. Employees provided with individual work vehicles must be able to drive a vehicle to conduct work. Noise level in the work environment is usually moderate and occasionally will be loud.

Physical Demands: The physical demands of this position include sitting for extended periods of time, frequent standing and the use of hands and fingers to handle and to operate keyboards and specialized diagnostic repair tools and equipment. The employee frequently is

required to reach with hands and arm and must squat, stoop or kneel, bend at the waist and reach above the shoulders, head and horizontally. The employee will frequently bend or twist at the neck and trunk more than the average person while performing the duties of this job. Lifting, pushing or pulling of objects generally not exceeding fifty pounds may also be required. Specific vision abilities required by this job include close vision, color vision, peripheral vision, depth perception, and the ability to adjust focus to complete assigned work orders, read a variety of materials and inspect District equipment. The employee must be able to hear and speak to receive and exchange information. Regular physical attendance at work is an essential requirement of this job classification.

The information contained in this physical standards description is for compliance with ADA and is not an exhaustive list of duties performed. The individuals currently holding this position perform additional duties and additional duties may be assigned.

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Personnel Action	Personnel Action Date
Adopted by the Personnel Commission:	01/31/2023