

CLASS SPECIFICATION

Webmaster

GENERAL PURPOSE

Under general supervision, provides system support for the development, implementation and administration of District websites. The Webmaster works independently in a fast-paced environment meeting concurrent timelines while performing the tasks associated with implementing the overall strategic objectives for content and design of the official District website and intranet portal; provides support, training, and service to internal and external client groups to develop and implement appropriate web page design and content elements which meet client needs; implements web pages; maintains content and oversees day-to-day management of web sites; and assures quality and filing integrity of web pages.

DISTINGUISHING CHARACTERISTICS

Webmaster designs and creates computer based, web based, or multi-media based layout, graphics, animation, sound and/or content for use in public Internet and internal web portal sites, and other non-print delivery media; prepares and provides graphic design and layout expertise for creation of electronic training materials; designs, maintains and updates web sites and links; develops basic layout design and concept, selects and secures appropriate illustrative materials; creates appropriate content elements for Internet publishing; ensures consistency, uniformity, accuracy and compliance of required standards; provides technical support and training to staff in the use of computer based graphics software, authoring tools, web page maintenance and other related software; researches new technology and assesses computer based graphics software, authoring tools, and other related software; recommends improvements to methods used in web site development and maintenance; researches new technology and assesses user's needs; provides technical assistance to customers including specification of materials, format, and process. Ensures website areas are properly secured and security permissions are assigned as appropriate.

Webmaster is distinguished from Technology Planning Coordinator in that an incumbent in the former class is responsible for providing support in daily operations, training and advice to Information Services clients, intended to assist them in making effective use of web-based and portal applications, computer hardware, standard and specialized software, peripheral equipment, devices and other technology tools to meet district business, instructional and operational needs.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class. There will typically be an assigned schedule for these duties.

1. Perform responsible and complex work involving the use of independent judgment and personal initiative to refresh the appearance, modify and update the content and develop new Web site features for the District's websites.
2. Coordinate and maintain cooperative and effective working relationships with the Superintendent's office, contributors from other District divisions, departments and schools.
3. Engage in personal on going training to keep skills current and as needed for the job; perform ongoing research and evaluation of new tools, software and products related to Web sites and make appropriate recommendations.
4. Support Technology Planning Coordinator to develop requirements, design and implement multiple web portals.

5. Provide continuity to the entire District website, including aspects of programming, development, design, and marketing.
6. Program and develop graphic design to support interactive content; develop multimedia and QuickTime applications.
7. Establish systems to monitor website users, and analyze a variety of data including number of user visits, paths utilized, and time spent on each site; evaluate user trends and recommend modifications to provide on-going improvement of the District's website.
8. Assist in managing the District's website filtering program; update the library with the addition or removal of website URLs as requested by administrators.
9. Convert files between various formats including but not limited to word processing, spreadsheet, PowerPoint, Adobe PDF, and HTML.
10. Participate in a variety of work groups, committees and task forces to design, develop and implement web-based applications to promote District programs and objectives.
11. Teach Web skills to less technical personnel. This involves the preparation of curriculum and training materials; telephone support, one on one training using tact, patience and courtesy.
12. Configure and administer publishing and download rights to the District's primary Web server (public site) and secondary server (Intranet) for appointed Web representatives ensuring District procedures are adhered to.
13. Assist with production of the District's *Chalk Talk* publication and similar public information materials as required.
14. Monitor and assist in configuration of website backup and recovery procedures and assist users in recovering lost work.
15. Monitor SharePoint security logs, antivirus functionality and verify that posted content is consistent with District posting guidelines.
16. Provide training and support to elected school sites personnel on administration of external Web presence and internal portal web parts. This involves the preparation of training materials, telephone support and classroom training.

QUALIFICATIONS

Knowledge of:

1. Developing requirements, designing solutions, and creating agile SharePoint-based web pages and applications utilizing Microsoft Office SharePoint Server 2007.
2. Ability to successfully use Web browsing and enhancement tools, utilities and applications, configuration tools and procedures.
3. Advanced knowledge of and experience with some or all of the following: Web portal applications including Microsoft SharePoint and InfoPath; languages such as HTML, DHTML, and JavaScript; editing, publishing and modifying Web content; Web authoring software tools, such as: SharePoint Designer, Allaire HomeSite, Dreamweaver, GoLive and/or Microsoft Front Page; multimedia development tools, office suite software, server management software; graphic design software such as: Photoshop, Image Ready, and/or Fireworks.
4. Presentation skills, organizational skills, principles of training and work direction; interpersonal skills.
5. File size and image compression issues.
6. Correct English usage, grammar, spelling, punctuation and vocabulary.

7. Help desk functions and software, policies and procedures.
8. Research techniques, methods and procedures.
9. Methods and procedures for the development of system and user documentation and manuals.
10. Methods and procedures for the storage and inventorying of hardware and software.
11. Basic office methods and practices, including filing and record-keeping.

Ability to:

1. Troubleshoot, diagnose and resolve complex and ambiguous computer and PC hardware, software and connectivity problems and failures of varying difficulty efficiently and effectively.
2. Obtain accurate and complete information from users, in person and by telephone, to identify their needs and problems and develop responses and solutions.
3. Set priorities and work independently without the need for more than minimum supervision.
4. Design and implement user-friendly and creative web pages, forms, and surveys.
5. Read and interpret complex diagrams, specifications and manufacturers' instructions for the operation and maintenance of technology applications.
6. Operate computer and peripheral equipment.
7. Follow and apply detailed written and oral work instructions.
8. Communicate effectively, orally and in writing.
9. Prepare and maintain records and reports.
10. Exercise sound independent judgment and initiative within established guidelines.
11. Pass course exams to complete Microsoft Certified Technology Specialist certifications for development, administration and support of Microsoft Office SharePoint Server 2007.
12. Conscientiously preserve the confidentiality of all proprietary and confidential data and information residing in the District, in accordance with Departmental and District policy, and state and federal law.
13. Establish and maintain highly effective customer-focused working relationships with clients/users, other District and site staff, vendors and others encountered in the course of work.

Education, Training and Experience:

Graduation from high school or GED equivalent; completion of specialized college or university program with a major in computer science, information systems or a closely related field (desirable but not required); or an Internet or Web related certification from an accredited institution and at least three years of full-time experience in Web design and maintenance in an educational environment. Experience and education may be substituted on a year-for-year basis.

Licenses; Certificates; Special Requirements:

A valid California Class C driver's license, a good driving record and the ability to maintain insurability under the District's vehicle insurance policy.

Microsoft Certified Technology Specialist in Microsoft Office SharePoint Server 2007, Application Development (MCTS: SharePoint Server 2007, Application Development) or the equivalent is highly desirable but not required.

Upon acceptance of the District's offer of employment, new hires may be required to complete a baseline physical examination prior to the first day of employment.

PHYSICAL AND MENTAL DEMANDS

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depends, in part, on the specific requirements for the job, the limitations related to disability and the ability of the hiring department to accommodate the limitation.

Physical Demands

While performing the duties of this class, an employee is regularly required to sit; talk or hear, in person, in meetings and by telephone; hear and distinguish equipment operating sounds; use hands to finger, handle, feel or operate standard office equipment; and reach with hands and arms. The employee is frequently required to walk and stand, and lift and carry objects weighing up to 50 pounds.

Specific vision abilities required by this job include close vision, the ability to distinguish colors and shades, depth perception and the ability to adjust focus.

Mental Demands

While performing the duties of this class, the employee is regularly required to use written and oral communication skills; read and interpret complex data, information and documents; analyze and solve problems; observe and interpret people and situations; use math and mathematical reasoning; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks with constant interruptions; work under intensive deadlines and interact with clients/users, other District and site staff, vendors and others encountered in the course of work.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Employees typically perform their work in customers' offices and locations where the noise level is normally quiet. Some repair assignments are performed in close spaces and expose employees to airborne dust and particles and the risk of electrical shock.

Board Approved 9/20/2007

Retroactive to 7/1/2007