# Columbia Public Schools

## *Excellence* in Education for *All* Students

## Job Description

**POSITION PROPERTIES**

**Position Title:** Web and Multimedia Manager
**Schedule / Grade:** Salaried Support / 5
**Job Code:** 01ADSUP588
**FLSA:** Exempt
**Calendar:** ADSUP-S
**Benefits:** Eligible (Retirees not Eligible)
**Contract Type:** Notification
**Bargaining Unit:** None
**Revised Date:** 09/24/2026

**PURPOSE**

Under the direction of the Chief Communication Officer and a member of the Community Relations Department team, lead strategies for the selection, implementation, management and maintenance of the District's brand content on all websites and mobile communications app in an accurate, accessible and timely manner. Additionally, provide graphic design and content support to support the district's strategic communication strategies and initiatives.

**ESSENTIAL RESPONSIBILITIES AND DUTIES**

- Webmaster - Plans, develops, tests, edits, maintains and manages content, look and flow of the district's website. Works with web host/developer and the district's technology services department regarding technical aspects of the district's website. Help train district staff regarding making updates and maintaining websites and web content.
- Evaluates the traffic patterns of website using Google Analytics. Advanced knowledge of the principles and practices of graphic design and desktop publishing, website design and development, and various web-enabling computer languages such as HTML, FTP and the general workings of the web and web servers.
- Maintains, updates and supports all content on district website and building websites to increase effective communication between the District and its stakeholders and in such a way to ensure functionality including but not limited to hyperlinks, embedded documents, video and other media in accordance with state and federal guidelines.
- Manages, updates and supports all content on the District's Staff Intranet site.

- Collaborates and coordinates with central office and buildings to deliver content that reflects a unified district brand, message and tone.
- Monitors district and campus website content to ensure ADA compliance and addresses accessibility errors.
- Maintains, converts and optimizes published documents for online use.
- Creates and reviews metrics to monitor and analyze website traffic statistics for periodic reporting and review of content effectiveness.
- Optimizes web architecture for navigability (browser and mobile platforms).
- Manages content and supports the functionality of the District's mobile communication app.
- Manages the school site directors, department site directors, or anyone when publishing to the website.
- Assists with department and campus projects assigned.

Perform other duties as necessary to support the mission and vision of Columbia Public School District.

**DISTRICT EXPECTATIONS**

All employees of the District are expected to adhere to the policies and regulations of the Board of Education, maintain appropriate certification and competencies necessary for the position, and demonstrate the values of the district at all times. For information on polices, regulations and values, visit http://www.cpsk12.org.

**REPORTING RELATIONSHIPS**

Reports To: Chief Communications Officer – Community Relations Department

Supervises: None

**QUALIFICATIONS**

**Minimum:**
· Bachelor's degree in communications, multimedia, web design, graphic design or related field or equivalent combination of education and experience.
· Proficiency with web design and graphic design software packages.
· Knowledge of web and social analytics
· Working knowledge of Adobe Creative Suite (specifically Photoshop, Illustrator, and Acrobat Professional)
· Knowledge of graphic design principles
· Ability to work independently and in teams
· Eye for details and strong proofreading skills
· Ability to set priorities and take initiative
· Ability to respond positively to changing priorities

**Preferred:**
· Bachelor's degree in communications, multimedia, web design, graphic design or related field or equivalent combination of education and experience.
· Proficiency with web design and graphic design software packages.
· Knowledge of web and social analytics
· Working knowledge of Adobe Creative Suite (specifically Photoshop, Illustrator, and Acrobat Professional)
· Knowledge of graphic design principles

*To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.*

**ADA REQUIREMENTS**

**Language**: Present information to teachers, staff, other administrators, and boards. Respond to common questions and concerns. Interview students, staff, and teachers. Read, analyze, and interpret professional journals, memoranda, policies, administrative procedures, and statutes. Write business correspondence, in access including staff memoranda and newsletter articles. Keep information confidential when required by law, policy, or the nature of a particular situation.

**Computation**: Work with mathematical concepts, such as probability and statistical inference, and analyze data. Apply concepts such as fractions, percentages, ratios and proportions to practical situations. Perform computer word processing (including spreadsheets) and internet research. Access and create reports using the Districts' information software and databases.

**Reasoning**: Define problems, collect data, establish facts, and draw valid conclusions. Solve a variety of problems in many different situations. Interpret instructions presented in written, oral, diagram or schedule form. Demonstrate executive functions such as planning, organizing, remembering, and regulating information and behavior as they pertain to student performance and achievement.

**Technology**: Present information using a variety of media/technology sources. Access and create reports using the District's student information software and databases. Readily utilize smart boards, projectors and other instructional technology provided by the district. Adhere to all District policies and procedures regarding technology use. These are essential functions of the job.

**Physical demands**: Requires sedentary work involving standing or walking for brief periods, exerting up to 10 pounds of force on a regular basis, and considerable dexterity in operating office equipment. Consistent and regular attendance is an essential function of this position.

**Environmental conditions**: The work environment is consistent with a typical office environment; The individual who holds this position may be required to work irregular or extended hours.

*Prospective and current employees with disabilities are encouraged to contact human resources to discuss reasonable accommodations to perform the essential job functions.*

**Equal Opportunity Employer**