

SACRAMENTO CITY UNIFIED SCHOOL DISTRICT
Position Description

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|------------------------|-------------------------------------|------------------------|--|
| TITLE: | Webmaster/Communications Specialist | CLASSIFICATION: | Classified Non-Management (SEIU/Professional Unit) |
| SERIES: | None | FLSA: | Exempt |
| JOB CLASS CODE: | 9448 | WORK YEAR: | 12 Months |
| DEPARTMENT: | Communications | SALARY: | Range 72 Salary Schedule C |
| REPORTS TO: | Assigned Supervisor | HR APPROVAL: | 05-27-10 |
| | | HR REVISION: | 09-07-11 |

BASIC FUNCTION:

Perform independent, specialized technical duties requiring independent judgment and analysis related to the creation and maintenance of the district's official website; support school sites and departments in creating web content and publishing web data; maintain current district and site information.

REPRESENTATIVE DUTIES: (Incumbents may perform any combination of the essential functions shown below [E]. This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification, but is intended to accurately reflect the principle job elements.)

Perform independent, specialized technical duties requiring independent judgment and analysis related to the development, design, programming, testing, implementation, and maintenance of the district's website; provide continuity to the entire district website; locate and identify Internet resources for the educational community, and make them available on the website. **E**

Manage all content on district website including strategic placement of information and oversight of content accuracy and relevance. **E**

Serve as a primary liaison between the district and website vendor regarding design, development, and support of the site. **E**

Create and produce written and multimedia content for the website regarding and school site initiatives and programs. **E**

Create and edit text, graphics, animation, audio, and video files, and place on Web servers; convert files between various formats, including word processing, spreadsheet, Adobe Printed Document Format (PDF), and Hyper Text Mark-up Language (HTML). **E**

Provide excellent customer support for district school sites/department staff regarding development and maintenance of site/department web pages; provide design and technical support in updating site/department web pages as new trends and programs are developed; assess and understand emerging Internet technologies. **E**

Create, edit, and manage district social networking accounts, including the creation of content and the broadening of audience. **E**

Train identified content owners in the use of web conversion tools and applications; assign security access to site webmasters and pagemasters as needed; maintain regular contact with district sites/departments contacts to advise and train on developing web-based applications and programs. **E**

Assist with the development, dissemination, and observance or adherence to standards for publishing on the district’s web sites; create, edit, write, and/or upload text; validate and update links on the web. **E**

Monitor website users on the system, 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 ongoing improvement of the district’s web site. **E**

Participate in a variety of work groups, committees, and task forces to design, develop, and implement web-based applications to communicate the district’s programs, objectives, vision, mission, and guiding principles. **E**

Explain complex concepts and Internet-related matters clearly and simply to a wide variety of users requesting content published in Web format; troubleshoot, analyze, and solve web page problems. **E**

Manage, create, and distribute regular email newsletter to district stakeholders. **E**

Work with school improvement initiatives that close student achievement gaps between racial, ethnic, and economic groups by working with all of the diverse communities. **E**

Provide excellent customer service by establishing positive relationships with district personnel, other departments, vendors, representatives from external organizations, the general public, and others; respond to phone calls, emails, letters, and other communications; lift light objects. **E**

Assist in other Communications Department tasks, such as writing press releases, coordinating media events, and creating marketing/promotional materials as assigned. **E**

Perform related duties as assigned.

TRAINING, EDUCATION, AND EXPERIENCE:

Any combination equivalent to: bachelor’s degree in information systems, computer science, graphic design, or related field, and six years experience in creating/maintaining a website and database administration using web development tools.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver’s license and proof of insurance. Overall scores in computer software testing program preferred as follows:

- Windows95% Overall Score
- Word.....95% Overall Score
- Excel/Access95% Overall Score
- Other Testing TBD.....95% Overall Score

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

- Practices, procedures, resources, and applications on the Internet.
- Hypertext Transfer Protocol (HTTP) concepts and technologies.
- Troubleshooting strategies for PC platforms, and various Internet browsers and versions
- Windows and MAC operating environment.
- Word processing software, and web page development software and tools.
- Accepted design concepts, Internet protocol, Graphical User Interface, and other standards.
- Graphics creation and manipulation tools.
- Current webpage software applications and tools.
- Operation of a computer, related hardware and software, and standard office equipment.

District policies and procedures related to assigned function.
Record-keeping techniques.
Oral and written communication skills.
Interpersonal skills using tact, patience, and courtesy.
Health and safety regulations.
Technical aspects of field of specialty.

ABILITY TO:

Perform the basic function of the position.
Apply web programming languages and technologies.
Design and implement user-friendly and creative web pages.
Design and develop professional quality graphics for use on district websites.
Train users on web-based applications, concepts, and techniques.
Create HTML files, and convert various files into formats such as HTML or PDF.
Troubleshoot, analyze, and solve web page problems.
Explain complex concepts and Internet-related matters clearly and simply to a wide variety of users.
Use commonly available office automation tools.
Perform responsible analysis without supervision.
Work with school improvement initiatives that close student achievement gaps between racial, ethnic, and economic groups by working with all of the diverse communities.
Operate a computer, related hardware and software, and standard office equipment.
Establish and maintain cooperative and effective working relationships with others.
Work independently on assignments, and meet schedules and timelines.
Multi-task and complete work with many interruptions.
Lift light objects according to safety regulations.
Meet state and district standards of professional conduct as outlined in Board Policy.

WORKING CONDITIONS:**SAMPLE ENVIRONMENT:**

Office environment; constant interruptions; may drive a vehicle to conduct work.

SAMPLE PHYSICAL ABILITIES:

Sit for extended periods of time; hear and speak to exchange information, and make presentations; reach overhead, above the shoulders, and horizontally; bend at the waist or crouch to retrieve files from cabinets and shelves; dexterity of hands and fingers to operate a computer keyboard; see to read various documents, view a computer monitor, and conduct work related to assigned activities.