Job Description – Web and Multimedia Services Specialist

Primary Function: Under the direction of the Director of Communications, Media and Community Relations, leads all 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; trains and supports department and campus website content managers; and assists with graphics design districtwide.

Responsibilities/Duties:

- Provides leadership in selecting and evaluating an effective content management system, website design and host provider to meet the needs of all departments and campuses
- Updates content on district website to increase effective communication between the District and its stakeholders
- Manages, updates and supports all content on the District's Staff Intranet site
- Collaborates and coordinates with central office and campus website content managers to deliver content that reflects a unified district brand, message and tone
- Maintains content on all district and campus websites and ensures functionality including but not limited to hyperlinks, embedded documents, video and other media in accordance with state and federal guidelines
- Assists in the development, management, documentation and communication of acceptable use of electronic communications and social media platforms including policies, regulations and standards
- Develops reports, materials and resources for central office and campus website content managers
- Designs and conducts training and provides support to central office and campus website content managers
- Monitors district and campus website content using Blackboard's Ally tool to ensure ADA compliance; trains central office and campus website content managers 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)
- Assists the Technology and Information Systems Services Department to ensure data integrity and security
- Encrypts confidential data disseminated through the internet
- Ensures internal web communications are secure and unavailable to the public
- Responds to public inquiries pertaining to district and campus websites and directs them to the appropriate information on the website and routes incoming calls and email to the appropriate personnel as needed
- Assists with maintaining all license information, documentation and allocation for web infrastructure, design, development, hardware and software
- Provides technical support for electronic school board meeting agendas (TASB's BoardBook)

- Provides training and support to central office and campus staff for the operation of the Blackboard Mass Notification System
- Posts news, announcements and emergency notifications
- Available via telephone or email as needed to ensure district and campus websites contain accurate emergency information, including monitoring of the District's website and social media accounts during an emergency
- Manages content and supports the functionality of the District's mobile communication app
- Manages district accounts on Peachjar E-flyer distribution service; provides training and technical support as needed
- Assists in keeping safety audits up to date as required
- Serves as Help Desk contact for staff, parents, community and general public searching for information on district and campus websites, mobile communications app and Peachjar E-flyer platform
- Assists with department and campus projects as assigned
- Complies with policies established by federal and state law, State Board of Education rules, and local school board policy
- Maintains knowledge of the latest industry trends and developments and seeks additional training when possible

Other

- Demonstrates behavior that is professional, ethical and responsible
- Serves as a role model for all district staff
- Participates in approved professional development opportunities
- Performs other duties as assigned

Knowledge and Abilities:

Knowledge of:

- Best practices and current trends in website design and functionality
- Mobile app strategies for effective marketing and communication campaigns
- Content management systems such as Blackboard
- Mobile and responsive design
- Web Content Accessibility Guidelines (WCAG) 2.0 guidelines
- Hypertext Markup Language (HTML), Cascading Style Sheets (CSS), JavaScript and other interactive languages
- Adobe Creative Cloud, including fluency with Photoshop
- Oral and written communication skills
- Interpersonal skills using tact, patience and courtesy
- Operation of a computer and assigned software

Ability to:

- Demonstrate strong attention to detail, creative skills and visual design
- Work independently with little direction
- Communicate effectively both orally and in writing
- Establish and maintain cooperative and effective working relationships with others
- Maintain regular and consistent attendance
- Analyze situations accurately and adopt an effective course of action
- Meet schedules and time lines
- Plan and organize work

Education/Licenses/Experience: Bachelor's degree in web design and development, public relations, communications or related field; three years experience, preferably in a public education environment.

Working Conditions:

Mental Demands: Work with frequent interruptions; maintain emotional control under stress.

Physical Demands/Environmental Factors: Frequent walking, standing, bending/stooping, reaching, pushing/pulling, and twisting; repetitive hand motions including frequent keyboarding and use of mouse and technology hardware; frequent reaching

Lifting/carrying – Lifting 15-44 pounds; frequent sitting, standing, walking, climbing, stooping/crouching/kneeling, pulling/pushing, reaching; repetitive hand motions; prolonged use of computer

Calendar and Salary Range: 225 work days. See current salary for Clerical-Professional pay grade 10.

Revised: 6-6-18

The foregoing statements describe the general function and responsibilities assigned to this job and are not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

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Employee Signature   Date