

CAJON VALLEY UNION SCHOOL DISTRICT

CLASS TITLE: WEBMASTER

BASIC FUNCTION:

Under general direction, design, develop, program, update and maintain the District's website, related web pages and portal sites; manage and maintain the District's social media, media communications and branding efforts to support District initiatives and promote interest in programs and events; assure web-based content accessibility; serve as technical resource to staff, train district users and develop training materials.

REPRESENTATIVE DUTIES

ESSENTIAL DUTIES:

Design, develop, program, update and maintain the District's website, related web pages and portal sites; determine proper artistic and visual layout for websites and portals to maximize effectiveness and meet the District's brand standards, goals and objectives; manage and maintain the District's social media, media communications and branding efforts; assure web-based content accessibility.

Develop and maintain websites and portals that leverage the capabilities of browsers and a range of desktop and mobile devices, using ASP.Net, Photoshop, Visual Studio, DreamWeaver, WinSCP, FileZilla, and Content Management Systems; monitor the performance and capacity of web-based systems; analyze website statistics and generate usage reports on a regular basis, using findings to refine and improve website performance.

Create, develop and maintain on-line databases, on-line applications, forms and utilities using PHP, HTML, CSS, Python, MSSQL, Java, Go, Javascript, and Ajax.

Create original graphics; determine and implement appropriate size and arrangement of graphic features and copy; select style and size of type; arrange layout according to available space, established principles and aesthetic design concepts; update web information and appropriate links on the District's website;

Assist in the development and implementation of website projects; provide innovative ideas and creative solutions to support schools and departments in the planning stages of web page projects; evaluate and respond to requests for website additions, solutions and revisions.

Ensure creative website content and social media activation efforts support District goals and initiatives; ensure internally and externally developed content is consistent with the brand standards; work across teams to ensure brand is consistently and effectively executed.

Provide website content in "accessible alternative" formats, ensuring equal access in compliance with the ADA, including features such as closed captioning, skip navigation links, keyboard controls, screen-reader software for PDF documents, etc.; monitor, assure and adjust web content in response to accessibility of web pages.

Convert submitted materials to web-based documents; monitor the day-to-day operation of the website, including web addresses, domain services and the transfer, testing and updating of web-based

material; monitor and assure proper functioning of District web pages; assist in troubleshooting and resolving server and web page malfunctions.

Design and assure functionality of links, online forms, surveys and scripts; code, design and implement a variety of website features and applications; create, scan and modify photographs, icons and graphics for website use; prepare, review, proofread and edit website script and copy.

Research current best practices in marketing and branding, maintain awareness of the latest trends and how they may be incorporated into District campaigns and products; remain current with related resources and search engines.

Serve as a technical resource concerning the District website; respond to inquiries and provide information concerning related web pages, projects, systems, standards, requirements, practices and procedures; provide training and assistance in the operation of websites and develop training materials.

Work collaboratively to produce quality work while meeting deadlines and expectations for quality, creativity and accuracy; maintain and provide a strong customer service approach.

Operate variety of standard office equipment, including a computer with various application software, languages and utilities used in web design and development; install new software and updates; test applications to assure proper operation.

Communicate with staff, outside agencies and the public to exchange information and resolve issues or concerns.

Attend and conduct a variety of meetings, workshops and trainings, as assigned; drive a vehicle to various sites to conduct work.

OTHER DUTIES:

Perform related duties as assigned.

MINIMUM QUALIFICATIONS

EDUCATION AND EXPERIENCE:

Any combination equivalent to: a bachelor's degree in computer science or related field and at least three (3) years proven experience in the design, development and maintenance of dynamic, standards-compliant websites, including multimedia and/or graphic design. Industry certification in current web development systems and software desirable.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Principles, practices and procedures of website design and development.

Web development languages, utilities and applications used by the District.

Computer graphics, page layout, image scanning, audio applications, HTML, text editors, scripting, database design and programming languages and software used in web development.

Content marketing, media placement and graphic design concepts.

Strong understanding of brand personas, brand voice and brand management.

Fluent in today's technologies and media with respect to design and marketing.

Correct English usage, grammar, spelling, punctuation and vocabulary.

Project planning, organization and communication skills.

Interpersonal skills using tact, patience and courtesy.

Methods and procedures of operating computers, peripheral equipment and a variety of specialized software.

ABILITY TO:

Perform a variety of technical duties involved in the design, development, updating and maintenance of the District website, related web pages and portals.

Determine proper artistic and visual layout for website and pages.

Design and assure functionality of links, online forms, surveys and scripts.

Apply principles and techniques of computer programming to specific problems or requests.

Strong project management skills, with the ability to develop and collaborate within and across teams.

Create compelling creative campaigns, blogs and social posts that inspire new and existing students, deliver on the District's brand mission, and differentiate the brand from competitors.

Develop social media strategies for all social platforms, apps and blogs.

Evaluate requests for website additions, solutions and revisions.

Determine and implement appropriate size and arrangement of graphic features and copy.

Prepare, review, proofread and edit website script and copy.

Interpret and transfer the needs and/or ideas of others into electronic formats.

Manage multiple projects and meet schedules and tight deadlines.

Work independently with little direction.

Plan and organize work to meet deadlines.

Communicate effectively both orally and in writing.

Interpersonal skills using tact, patience and courtesy.

Professional demeanor.

Strong customer satisfaction skills.

Establish and maintain cooperative and effective working relationships with those contacted in the course of work.

Manage the maintenance of a variety of reports, records and files related to assigned activities.

Operate a variety of standard office equipment, including Mac/PC computers and various specialized software.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

Ability to maintain automobile insurance coverage.

WORKING CONDITIONS:**ENVIRONMENT:**

Office and/or school environment.

Driving a vehicle to conduct work.

PHYSICAL DEMANDS:

Dexterity of hands and fingers to operate a computer keyboard.

Hearing and speaking to exchange information.

Seeing to read a variety of materials, view a computer monitor and operate a variety of production equipment.

Sitting and/or standing for extended periods of time.

Walking, reaching, twisting, turning, kneeling, bending, squatting and stooping in the performance of daily activities.

Reaching overhead, above the shoulders and horizontally.

Regularly lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 pounds.

CLEARANCES:

Criminal Justice Fingerprint/Background

Tuberculosis

Pre-placement Physical and Drug Screen

SPECIAL NOTES:

All creative concepts and work produced in the course of employment will become the intellectual property of the District.