



WEB SPECIALIST

Position Summary

Provides technical support in the creation and maintenance of school and department Internet and Intranet websites. Under limited supervision, assists staff with publishing information over the Internet, creating and maintaining electronic documentation and associated repositories, and training designated staff in the use of web-based Content Management Systems (CMS) and related technologies and processes.

Supervisory Relationship

This position reports to the Technology Support Manager. May receive general direction from school principals, department directors, or other designee. May provide related direction to designated building staff, student workers, and volunteers.

Essential Functions

1. Provides appropriate guidance related to designing, supporting, maintaining, and facilitating the usage and operation of district websites.
2. Provides training to designated staff to ensure published web content is in compliance with school district policy, copyright law, and standards for accessibility.
3. Promotes utilization of web resources by recommending the use of visually appealing design and user friendly navigation.
4. Trains staff in the use of web-based Content Management Systems (CMS) and related technologies and processes.
5. Researches and selects appropriate plug-ins and themes for related systems.
6. Augments and modifies websites using HTML, CSS, PHP, and shortcode.
7. Responsible for full project management, including project coordination, project implementation, and carrying out individual project tasks.
8. Collaborates with stakeholders to ensure the final product meets expectations.
9. Creates and manipulates photos, graphics, and videos for district websites.
10. Proofreads and edits content as needed.
11. Participates in the creation and maintenance of various electronic documentation for multiple purposes and stakeholders.
12. Effectively communicates technical concepts to non-technical audiences.
13. Researches and recommends website innovations.
14. Maintains regular and prompt attendance.
15. Performs other related duties as assigned.

Required Knowledge, Skills and Abilities

1. Demonstrated experience in building and maintaining websites.
2. Knowledge and understanding of basic principles of web development and graphic design.
3. Ability to read and understand information and ideas presented in writing.
4. Familiarity with web accessibility standards.

5. Familiarity with programming languages and version control systems.
6. Familiarity with optimization of graphics and video for the World Wide Web.
7. Practical knowledge of the administration and usage of Content Management Systems (CMS) and Learning Management Systems (LMS).
8. Familiarity with Adobe Creative Suite or similar applications.
9. Ability to communicate clearly and concisely, both orally and in writing.
10. Ability to work collaboratively with a diverse group of stakeholders.
11. Ability to give full attention to what other people are saying, taking time to understand the points being made, and ask questions as appropriate.

Minimum Qualifications

- Associates Degree in Web Design or closely related field and 3 years experience in Web Design or closely related fields reflecting the skills shown above.
- Must have two years experience that reflects lead work or project coordination.
- An equivalent combination of education and/or experience equals six (6) years will be evaluated.

Work Environment

Work is performed in an office environment and using standard office technology. Travel to remote sites may be required.

ADDITIONAL INFORMATION	
Employee Unit	OSEA
Pay Grade	Grade15
Approved by	Karen Hardin, Director for Human Resources
Last revised	June 22, 2021