

WEB MASTER

DEFINITION

Under general supervision, perform the tasks associated with implementing the overall strategic objectives for content and design of the official District website and intranet; provide support, training, and service regarding website and other technical matters to District personnel at the District Office and at school sites.

EXAMPLES OF DUTIES

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

1. Performs responsible and complex work involving the use of independent judgment and personal initiative to develop, modify, and update the content of the District's websites.
2. Operates and maintains a variety of equipment, including computers, printers, web servers, and other networking equipment.
3. Coordinates and maintains cooperative and effective working relationships with the Superintendent's office, contributors from other District divisions, departments and sites.
4. Installs and configures web servers, Internet filters, database servers, and firewalls.
5. Engages in personal ongoing training to keep skills current; performs ongoing research and evaluation of new tools, software and products related to websites, and makes appropriate recommendations.
6. Monitors and analyzes website traffic and prepares statistical reports accordingly.
7. Converts files between various formats, including but not limited to word processing, spreadsheet, PowerPoint, Adobe PDF, and HTML.
8. Prepares curriculum, documentation, and training materials to teach web skills to less technical personnel, and provides tactful, patient, and courteous telephone and face-to-face support.
9. Configures and administers FTP rights to the District's primary web server (public site) and secondary server (Intranet) for appointed web representatives, ensuring adherence to District procedures.
10. Administers the District's website filtering program; updates the library with the addition or removal of website URLs as requested by administrators.
11. Administers the District's *CapoTalk* ListServ mailing list; maintains responsibility for weekly and other mailings to subscribers as required by the Superintendent's office.
12. Prepares training materials, telephone support, and classroom training to District personnel and parents on a variety of technical issues.
13. Performs other related duties as required.

QUALIFICATIONS

Knowledge of:

Windows and Macintosh operating systems and server operations; web browsing and enhancement tools, utilities and applications; web server functions, configuration tools and procedures; web authoring tools, including current web languages such as HTML, DHTML, and JavaScript; web content editing, publishing and modifying; web authoring software tools, such as Allaire, HomeSite, Dreamweaver, GoLive, and Microsoft Front Page; multimedia development tools, office suite software, server management software; graphic design software such as Photoshop, Image Ready, and Fireworks; presentation skills, organizational skills, principles of training and work direction; interpersonal skills; correct English usage, grammar, spelling, punctuation and vocabulary.

Ability to:

Successfully troubleshoot hardware and software problems; understand and carry out oral and written instructions; communicate clearly and concisely both oral and written; demonstrate good interpersonal

skills to work with students, teachers, administrators, supervisors, co-workers and vendors; adapt to changing technologies and learn functionality of new equipment and systems; instruct others in the use and care of computer technology and software; work with limited supervision; multi-task while maintaining patience and flexibility; manage time effectively between multiple sites; comply with the District's customer service standards, as outlined in Board policy.

Education/Experience:

Any combination equivalent to: At least three years of full-time experience in web design and maintenance in an educational environment; experience and education may be substituted on a year-for-year basis.

License/Certificate Requirement:

Possession of a valid California Driver's License.

An Internet or web related certification from an accredited institution (desirable but not required).

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Work is performed primarily in a school and office setting, with some travel from site to site.

Physical: Primary functions require sufficient physical ability and mobility to work in a school and office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, grasp, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate computer equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

Vision: See in the normal visual range with or without correction.

Hearing: Hear in the normal audio range with or without correction.