

JOB DESCRIPTION

TITLE MANAGER, COMMUNICATIONS & WEB SITE SERVICES

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/ Experience	Bachelor's degree in Computer Science, Educational Technology or other related discipline; or four years related experience and/or training; or equivalent combination of education and experience. Experience in designing, implementing and maintaining web sites. Knowledge and experience with HTML, ASP, ASP.NET, Javascripts, XML,DHTML and SQL are essential. Ability to create graphics, edit photos, etc. using Adobe/Macromedia software.
Language Skills	Ability to read, analyze, and interpret general periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence and procedures manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.
Mathematical Skills	Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.
Certificate/License	Certified Internet Webmaster Associate
Reasoning Ability	Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.
Physical Demands	The physical demands described here 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 functions. While performing the duties of this job, the employee is required to sit, talk and hear; stand and walk; use hands to finger, handle, or feel; reach with hands and arms; stoop, kneel, crouch, or crawl. The employee occasionally lifts and/or moves up to 50 pounds. Specific vision ability required by this job includes close vision, distance vision, and the ability to adjust focus. Close work inside of computer, and constant viewing of computer monitors. The employee shall remain free of any alcohol or non-prescribed controlled substance in the workplace throughout his/her

employment by the District.

Work Environment The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

REPORTS TO Executive Director of Communications Services

GENERAL RESPONSIBILITIES

1. Maintains district web sites.
2. Supervises District Receptionist and Switchboard Operator and arranges for coverage in the absence of either.

SPECIFIC RESPONSIBILITIES

1. Maintains all content on the district web sites. This includes the validity of all links and adherence to federal and state guidelines.
2. Assists in the development of web based applications. Creates web based content utilizing: Hypertext Markup Language (HTML), Dynamic Hypertext Markup Language (DHTML), Active Server Pages (ASP), Active Server Pages.NET (ASP.NET), Extensible Markup Language (XML), Javascript, Style Sheets, and SQL.
3. Works closely with all schools and administrative departments in the creation of new web sites, daily maintenance of web sites, and keeping all their web pages updated and relevant.
4. Responds to all public inquiries about the district web sites and directs them to the appropriate information on the web site, or routes incoming mail to the appropriate personnel, or provides them with contact information.
5. Adjusts and edits district websites to increase effective communication between the school district and its stakeholders.
6. Ensures internal web communications are secure and unavailable to the public.
7. On behalf of the Communications Services Department, researches and makes recommendations to the Technology Department as it relates to appropriate web design software upgrades for district and school level websites.
8. Maintains all documentation for the district web infrastructure.
9. Administers FTP server access and rights for all users who post data onto the district web servers. Maintains accurate list of users with web access.

10. Works closely with the Department of Communications Services to post daily news, emergency information, and special communication features.
11. Available via telephone or email 24/7 to respond to Executive Director of Communications Services or Supervisor of Communications Services to insure district website contains accurate emergency information.
12. Technical and user support and vendor liaison for E-Agenda, paperless agenda management software system used by all district personnel and School Board Members. Includes user account maintenance, database maintenance, and maintenance of Board agenda approval structures.
13. Designs and implements online and face to face training for school webmasters.
14. Maintains system for district teachers to upload web content to their own web pages.
15. Maintains knowledge of the latest industry trends and developments and seeks additional training when possible.
16. Assists in district projects as required.
17. Performs other duties as assigned.