

STOCKTON UNIFIED SCHOOL DISTRICT

WEBMASTER

**DEFINITION:**

Under direction of the Director of Community Relations, designs, maintains and updates new and existing web sites and pages for the District; creates and edits videos for various District-related projects.

**EXAMPLE OF DUTIES: (incumbents may perform any combination of the essential functions shown below [E]. This position description is not intended to be an exhaustive list of all duties, knowledge, or ability associated with this classification, but is intended to accurately reflect the principle job elements.)**

Manage all content on district website, including strategic placement of information and oversight of content and relevance. *E*

Serve as a primary liaison between the district and website vendor regarding design, development, and support of the site. *E*

Create and produce written and multimedia content for the website regarding school site initiatives and programs. *E*

Create and edit text, graphics, animation, audio and web video files, and place on Web servers; convert files between various formats, including word processing, spreadsheet, Adobe Printed Document Format (PDF), and Hyper Text Mark-up Language (HTML). *E*

Provide excellent customer support for district school sites/department staff regarding development and maintenance of site/department web pages; provide design and technical support in updating site/department web pages as new trends and programs are developed; assess and understand emerging Internet technologies. *E*

Train identified content owners in the use of web conversion tools and applications; assign security access to site webmasters and page masters as needed; maintain regular contact with district sites/departments contacts to advise and train on developing web-based applications and programs. *E*

Validate and update links on the web. *E*

Monitor website users on the system and analyze a variety of data including number of user visits, paths utilized, and time spent on each site; evaluate user trends, and recommend modifications to provide ongoing improvement of the district's web site. *E*

Provide excellent customer service by establishing positive relationships with district personnel, other departments, vendors representatives from external organizations, the general public, and others; respond to phone calls, emails letters and other communications. *E*

Operate and utilize PC (Microsoft Windows) and/or Mac computers with various application web development software including Dreamweaver and other languages and utilities used in web design. *E*

Create and edit videos for various District-related projects; utilize digital video equipment; operate the video broadcasting control room; travel to various sites to record video footage as directed. *E*

Perform related duties as assigned.

**KNOWLEDGE AND ABILITIES:**

KNOWLEDGE OF:

- Practices, procedures, resources and applications on the Internet.
- Hypertext Transfer Protocol (HTTP) concepts and technologies.

- Troubleshooting strategies for PC platforms, and various web browsers and versions Windows and IOS operating environment.
- Word processing software and web page development software and tools.
- Accepted design concepts, Internet protocol, Graphical user Interface, and other standards.
- Graphics creation and manipulation tools.
- Current webpage software applications and tools.
- Operations of a computer, related hardware and software, and standard office equipment.
- District policies and procedures related to assigned function.
- Record-keeping techniques.
- Oral and written communication skills.
- Interpersonal skills using tact, patience and courtesy.
- Health and safety regulations.
- Technical aspects of field of specialty.

**ABILITY TO:**

- Perform the basic function of the position.
- Apply web programming languages and technologies.
- Design and implement user-friendly web pages.
- Design and develop professional quality graphics for use on district websites.
- Train users on web-based applications, concepts and techniques.
- Create HTML files, and convert various files into formats such as HTML or PDF.
- Troubleshoot, analyze, and solve web page problems.
- Explain complex concepts and Internet-related matters clearly and simply to a wide variety of users.
- Use commonly available office automation tools.
- Perform responsible analysis without supervision.
- Work with school improvement initiatives that close student achievement gaps between racial, ethnic, and economic groups by working with all of the diverse communities.
- Operate a computer, related hardware and software, and standard office equipment.
- Establish and maintain cooperative and effective working relationships with others.
- Multi-task and complete work with many interruptions.
- Lift light objects according to safety regulations.
- Meet State and District standards of professional conduct as outlined in Board Policy.

**EDUCATION AND EXPERIENCE:**

Any combination of education, training, and/or experience equivalent to graduation from an accredited four year college or university with course work in computer science, web design or related field and two years of experience with web design, HTML, and application of new web-related technologies including some experience in web video production.

**License or Certificate**

Possession of a valid California driver's license is required.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

Indoor and outdoor work environment.

**PHYSICAL DEMANDS:**

Employees in this position must have/be able to:

- Dexterity of hands and fingers sufficient to use video equipment
- Enter data into a computer, operate video editing software and operate standard office equipment.
- Hear and understand speech at normal levels and on the telephone with or without hearing aids.
- See and read a computer screen, video equipment screens and printed matter with or without vision aids.

- See, hear and speak with/without assistive devices sufficient to communicate effectively with others.
- Sit for extended periods of time.
- Stand/walk for extended periods of time.
- Bend at the waist.
- Reach overhead, above the shoulders and horizontally, grasp, push/pull.
- Lift and/or carry up to 25 lbs at waist height for short distances.

Salary Placement:

CSEA 821

CSEA 821 Unit Salary Schedule

Range 57

12-month work year

Board Approval: