

WEBMASTER

GENERAL RESPONSIBILITIES

The position is responsible for the technical support to the Department of Media and Communications for the daily maintenance and development of the School Division's website.

ESSENTIAL TASKS

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

- Create, maintain and modify web pages on the School Division's website.
- Maintain list server lists, create list content, transmit messages, log and provide monthly report.
- Design and code new web pages and accompanying graphics and multimedia for the website.
- Maintain log of Web postings and provide monthly report.
- Assist in the development of Web standards and practices for schools.
- Provide technical support to departments and school-based webmasters.
- Maintain database of school webmasters including logins and passwords.
- Maintain security of website and building site servers by accurately assigning logins and passwords where appropriate.
- Maintain working relationship with school division personnel, Department of Technology, COMit Multimedia Services Department and WHRO technical services personnel.
- Participate as a member of the division's Crisis Management Team.
- Assist in developing training and workshop opportunities for school webmasters.
- Perform other related work as required.

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of microcomputer hardware, software and peripherals; knowledge of Web communication and network technology; knowledge of elementary database and spreadsheet software (Microsoft Access/Excel); knowledge of HTML/XML and related web scripting languages; knowledge of directory and file rights. Excellent knowledge and understanding of social networking as it relates to the business environment. Ability to work well with school division employees and technical staff; ability to work independently and as a part of team; ability to work in a timely and efficient manner to meet deadlines; ability to be flexible in prioritizing jobs; ability to communicate technical knowledge and train others in its use; ability to work in a variety of Web file formats including multimedia and video; ability to work with video for the Web to include podcasts and streaming video; ability to identify, evaluate and recommend web system needs; ability to remain current in best practices through Internet, forums, user's groups, conferences, etc.; ability to be detailed oriented and highly organized; ability to work evenings and weekends during emergencies or other critical events in order to update website. Leadership and project management skills are essential.

EDUCATION AND EXPERIENCE

Bachelors Degree and a minimum of 5 years experience in web design and development and search engine optimization skills to include Webtrends, e-commerce (including PayPal), and listserv software. Knowledge of PHP and MySQL preferred.

A comparable amount of training and experience may be substituted for the minimum qualifications.

PHYSICAL REQUIREMENTS

None

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks.

SPECIAL REQUIREMENTS

- Proficiency in complex HTML/XHTML documents and embedded graphics development.
- Proficiency with HTML/XHTML, Adobe Photoshop, Adobe Creative Suite 5 Web Tools, Microsoft Office 2007, CSS, and relational database integration.
- MS Access, JavaScript, Active Server Pages (ASP)
- Possession of a valid driver's license

