



ORANGE COUNTY SCHOOLS

POSITION DESCRIPTION

POSITION TITLE	Webmaster
SCHOOL/DEPARTMENT	Communications
SALARY	Salary Grade 72 plus supplement
FLSA STATUS	Exempt
REPORTS TO	Chief Communications Officer
SUPERVISES	None
WORK WEEK SCHEDULE	Monday - Friday
WORK HOURS	40
NUMBER OF MONTHS PER YEAR	12

POSITION PURPOSE:

This person serves as the Webmaster for the school district and maintains the district's webpage. The Webmaster works under the direction of the Chief Communications Officer while also working closely with the Chief Technology Officer. Duties include providing technical updates and maintenance of the district website as well as moderating the content needs of the district. The Webmaster is involved with application standards of web page development and is also responsible for photo documentation of certain district events and occurrences. The Webmaster also assists in the implementation of the district's technology and communication plans.

MINIMUM QUALIFICATIONS:

KNOWLEDGE, SKILLS, AND ABILITIES

- Comprehensive knowledge of website management and design
- Ability to identify bugs and issues that arise with district website management and use
- Advanced skills in troubleshooting and providing corrections and solutions
- Ability to generate, process and review statistics regarding website usage, monitor analytics and make recommendations based on website analytics

- Ability to identify trends and make recommendations for improvement regarding website usage
- Advanced skills in developing cross-platform/cross-browser web content
- Strong project management skills
- Comprehensive knowledge of website performance optimization
- Comprehensive knowledge of website security and the ability to implement strategic security processes
- Advanced skills in Adobe Photoshop, Illustrator, InDesign, and PremierPro
- Advanced skills in graphic design
- Ability to develop interactive web content
- Advanced photography and videography skills

EDUCATION, TRAINING, AND EXPERIENCE

- Bachelor's Degree from an accredited institution or equivalent experience and training in computer science, information technology, web communications or digital media
- Experience and proficiency in one or more of the following: ASP.NET, PHP, JavaScript,XML, JQuery, SQL, Database queries and functions for custom web reporting and formatting
- HTML 5
- Technical training and knowledge of IIS or Apache server and related tools
- Experience in Content Management Systems, such as Share Point, Drupal, Wordpress or similar enterprise level website management system
- ADA Section 508 Standards and Wc3 Content Accessibility Standards
- Familiarity with Social Media Management
- Digital portfolio
- Any equivalent combination of training and experience that provides the required knowledge, skills and abilities

CERTIFICATION AND LICENSE REQUIREMENTS

- Must possess a valid driver's license issued by the NC Department of Motor Vehicles

PREFERRED QUALIFICATIONS:

- Master's Degree from an accredited institution or equivalent experience and training in computer science, information technology, web communications or digital media
- Experience teaching or serving in a public school setting
- Understanding of technology needs in order to provide quality support to a school system and the community

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Document and update procedures/processes, maintain and enforce standards for publishing content
2. Work collaboratively with schools, central services, Information Technology, various project teams, and developers to plan, develop and execute deliverables on time and on budget
3. Lead distributed authoring initiative by collaboratively establishing procedural process and toolset standards

4. Manage and maintain all aspects of the external website including content, navigation, design, updates, multi-media, etc.
5. Develop and execute a site-wide search engine optimization program and content request program
6. Support all website technical initiatives and enhance functionality as needed
7. Implement new website or web application features and enhancements on existing district and/or school websites
8. Develop, implement, and maintain document reporting framework, policies and procedures
9. Vendor management and collaboration
10. Photograph, video and document district and school events
11. Evaluate web analytics and produce monthly reports on key performance indicators, assess effectiveness of online marketing campaigns, and provide recommendations and solutions to improve website based on analysis of data
12. Additional duties and responsibilities as assigned by the Chief Communications Officer

WORKING CONDITIONS	
PHYSICAL DEMANDS	Work is considered light physical work requiring the exertion of up to 20 pounds of force.
WORK ENVIRONMENT	Employees in this position are required to work in indoor and outdoor environments, and come into direct contact with OCS staff, students and the public.
ACKNOWLEDGEMENTS	
The following signatures acknowledge that the supervisor has verified the accuracy of the position description, has discussed position requirements with the employee, and has advised the employee of work performance expectations	
<i>Reviewed by: Employee's Signature</i>	<i>Date</i>
<i>Approval by: Supervisor's Signature</i>	<i>Date</i>
The completed and signed position description shall be maintained at the employee's work location, shall be reviewed with the employee by his or her immediate supervisor, should be revised as required, and shall serve as the basis for all required evaluations.	

DISCLAIMER: *The above statements are intended to describe the general purpose and responsibilities assigned to this position. They are not intended to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and skills that may be required of the employees assigned to this position. This description may be revised by the supervisor, with HR review and approval, any time.*