

WEBSITE SPECIALIST

GENERAL STATEMENT OF DUTIES: Responsible for the coordination, design and implementation of the internet/intranet sites and applications for the school district; does related work, as required.

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision of a higher level administrator, an incumbent of this class is involved in the creation, maintenance and expansion of websites and graphics of the school district. The incumbent will coordinate and create content design, develop new graphics and modify existing graphics in the implementation of the website. Incumbent maintains and updates visual websites for ease of navigation and to ensure that all information is current, accurate and accessible. Work is reviewed through conferences and consultations for the achievement of desired results. Supervision may be exercised over others in the performance of the job.

EXAMPLES OF WORK: (Illustrative Only)

Develops internet /intranet applications that are visually compelling and technically efficient;

Monitors site performance and availability, capacity, utilization and security;

Maintains and updates websites for ease of navigation and to ensure that all information is accurate;

Maintains and coordinates site changes, enhancements and upgrades to modify site content and/or graphics;

Oversees the graphic elements of all departmental websites;

Converts hardcopy documents into website content for use on web pages;

Confers with administrators, staff, and department heads to establish content information for web pages;

Makes recommendations for the purchase of new software application packages and tools for Web solutions;

Provides training sessions for webmasters from each schools in the district; Works with interested students in computer labs in the development of websites;

Acts as liaison between school district and public for visual content and emergency communication;

EXAMPLES OF WORK: (Illustrative Only) (Continued)

Prepares and maintains reports, access and password verification logs, statistical information, etc. as required;

Uses various software applications in the performance of the job.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: good knowledge of website design and creation; good knowledge of current literature, sources of information and technical developments in the internet field; good knowledge of principals, methods and techniques of website programming and analysis; good knowledge of HTML, Dreamweaver, Adobe PhotoShop, FrontPage and similar Web browsers; good knowledge of use and operation of computers and related peripheral equipment; good knowledge of current search engines and Web management tools; knowledge of systems analysis as applicable to Web programming, servers, security policies; ability to create and edit various graphics materials and elements; ability to diagnose technical problems and develop solutions; ability to establish and maintain working relationships with staff, administrators, department heads, and public; ability to understand and follow oral and written instructions; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Graduation from high school or possession of a high school equivalency diploma and either: (a) an Associate's Degree, which includes or is supplemented by nine (9) credit hours of coursework in Web design, computer science, computer technology, programming, systems analysis or related computer field; or (b) two (2) years of work experience in the design and maintenance of websites; or (c) a satisfactory equivalent combination of the foregoing training and experience.

SPECIAL NOTE: Coursework in the use of specific computer programs such as Word, Excel, Access, Databases, etc. will not be credited.

SPECIAL REQUIREMENT FOR APPOINTMENT IN SCHOOL DISTRICTS:

In accordance with the Safe Schools Against Violence in Education (SAVE) legislation, Chapter 180 of the Laws of 2000, and by the Regulations of the Commissioner of Education, candidates for appointment in school districts must obtain clearance for employment from the State Education Department prior to employment based upon a fingerprint and criminal history background check.

School Districts
J. C.: Competitive
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Job Class Code: S934