

**CLASSIFIED JOB DESCRIPTION**

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**INFORMATION TECHNOLOGY COMMUNICATIONS AND  
WEB SPECIALIST**

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**JOB SUMMARY:**

Under the leadership of the Director of Information Technology Services and Support, the Communications and Web Specialist carries out activities that include development, programming, testing, implementation, and maintenance of school or District websites and mass communications and information technology platforms. The Specialist supports a range of District information technology initiatives and contributes to the development, oversight, and maintenance of web, expanded learning, and virtual/distance learning applications. The Specialist uses creativity and innovation to execute social media strategies; continuously researches ways to maximize digital communications technology; and assists in carrying out activities that strengthen staff members' understanding and training in communications technology. This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification, but to reflect principal job elements.

**ESSENTIAL JOB FUNCTIONS:**

- Responsible for development, maintenance, oversight, and monitoring of District/School internet presence; ensures websites and digital media channels convey an image of the District that reflects the organization's vision and values.
- Collaborates with other departments to manage District's online reputation, coordinate promotion of events and activities, and increase stakeholder engagement.
- Utilizes and keeps current with District mass notification systems (i.e. automated phone/email distribution), and related technology tools.
- Helps provide educator training and support to schools and departments on District-adopted platforms for web and digital media communications; community learning hubs that provide access to tech/internet.
- Researches, implements, and supports best practices for extended instructional learning time, virtual or distance learning; collaborates with other departments as necessary to ensure broad involvement in meeting online educational needs and initiatives.

**Website Content Management**

- Takes a lead role in the development and management of District and school websites.
- Plans, designs, and develops site content, with a consistent style and appearance.
- Uses web content management systems to analyze website usage and analytics; website accessibility compliance.
- Sets permissions for site users; carries out quality assurance checks on content and links; reports technical problems to IT support staff.

**Social Media**

- Create, monitor, and maintain District social media pages and profiles.
- Assist in publishing, sharing, re-sharing content daily (original text, images, videos).
- Moderate user-generated content and messages appropriately, based on Board policy.

- Track and analyze analytic reports to gain insight on traffic, demographics, and effectiveness; utilize this information to positively impact future outcomes.
- Performs other related duties, as assigned, for the purpose of ensuring an efficient, collaborative, and effective work environment.

**ESSENTIAL JOB REQUIREMENTS - QUALIFICATIONS:**

- A strong customer service attitude.
- Competency in the theory and practice of implementing and supporting computer operating systems, application software, and other information technology systems.
- Competency in the theory and practice of web programming languages, web design applications, and FTP/HTTP concepts and technologies. Knowledge of UI/UX principles, HTML, CSS.
- Interpersonal skills needed to foster effective and cooperative working relationships with technical support staff at school sites and the District office.
- Ability to effectively communicate with nontechnical staff regarding the use of their assigned computer hardware and software, to isolate and resolve problems in the operation of District technology, to document work required and work completed, and to work effectively on teams or in carrying out individually assigned tasks.

**Education and Experience**

- High school diploma or equivalent is required. An Associate's or Bachelor's degree is preferred, with coursework in web programming languages, digital media, web design, and/or UI/UX principles desired. Minimum of two (2) years of experience working in communications, graphic design, marketing, or a related field. Any other combination of training and experience that would provide the required skills, knowledge, and abilities necessary for this position may be considered.

*Classified Salary Schedule: Range 48*  
*BOARD APPROVED: 05/19/21*  
*REVISION DATES:*