

PACIFIC GROVE UNIFIED SCHOOL DISTRICT
JOB DESCRIPTION

POSITION TITLE: INFORMATION TECHNOLOGY COMMUNICATIONS AND WEB SPECIALIST

DEFINITION: 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.

ESSENTIAL FUNCTIONS: Duties may include, but are not limited to the following:

- Responsible for development, maintenance, oversight, and monitoring of District/School communication and internet presence; ensures websites and digital media channels convey an image of the District that reflects the organization's vision and values
- Promote events and activities that increase stakeholder engagement
- Utilize and keep current with District mass notification systems (i.e. automated phone/email distribution), and related technology tools
- 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
- Development and manage District and school websites
- Plan, design, and develop site content, with a consistent style and appearance.
- Use web content management systems to analyze website usage and analytics; website accessibility compliance
- Set permissions for site users; carry out quality assurance checks on content and links; report technical problems to IT support staff
- Create, monitor, and maintain District social media pages and profiles
- Assist in publishing, sharing, re-sharing content daily (original text, images, videos)
- Track and analyze analytic reports to gain insight on traffic, demographics, and effectiveness; utilize this information to positively impact future outcomes
- Maintain confidentiality
- Participate in meetings and trainings as required
- Maintain equipment and materials and ensure that they are properly stored
- Performs other related duties, as assigned, for the purpose of ensuring an efficient, collaborative, and effective work environment.

QUALIFICATIONS:

Knowledge of:

- Implementing and supporting computer operating systems, application software, and other information technology systems
- Web programming languages, web design applications, and FTP/HTTP concepts and technologies. Knowledge of UI/UX principles, HTML, CSS.

POSITION TITLE: INFORMATION TECHNOLOGY COMMUNICATIONS AND WEB SPECIALIST, CONTINUED

QUALIFICATIONS:

Ability to:

- Utilize strong customer service skills
- Foster cooperative working relations
- 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
- Be dependable and punctual
- Understand and follow instructions
- Work effectively and cooperatively with those contacted in the course of the work
- Must be able to work independently and as part of a team

EDUCATION AND EXPERIENCE:

- Completion of the twelfth grade
- 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 or related industry experience
- Any combination of education and/or experience which would demonstrate possession of the knowledge and abilities listed herein

PHYSICAL REQUIREMENTS: of this position are, but not limited to the following:

Ability to:

- See for purposes of working on the computer, and reading materials, reports, budgets and other printed matter
- Understand speech at normal levels in person or on the telephone
- Communicate so others will be able to clearly understand a normal conversation in person or on the telephone
- Sit, stand, and walk for extended periods of time
- Ascend and descend steps
- Assemble and disassemble computer hardware
- Operate equipment, computer, copy machine and other office equipment with dexterity
- Climb and stand on ladders
- Think clearly and rationally to solve problems, make good judgments and decisions
- Perform the essential functions of this position in an accurate, neat, timely fashion
- Meet the travel requirements of this position including driving between school sites as needed
- Routinely move equipment and supplies weighing up to 30 pounds and to occasionally move equipment and supplies weighing up to 75 pounds
- Push/pull, squat, turn, twist, bend, stoop and reach in all directions
- Ability to meet the travel requirements of this position

**POSITION TITLE: INFORMATION TECHNOLOGY COMMUNICATIONS AND WEB
SPECIALIST, CONTINUED**

WORKING CONDITIONS:

- Office and school site work environment subject to extensive travel between and within school sites, sitting at a desk and at a computer terminal for long periods of time, bending, crouching, or kneeling at files or equipment, climb and stand on ladders, pushing/pulling of file drawers, and reaching in all directions

LICENSE OR CERTIFICATE:

- Possession of a valid California Driver's license
- Valid CPR/First Aid Certification desired

NOTE: This list of essential functions and physical requirements is not exhaustive and may be supplemented as necessary in accordance with the requirements of the job. Pacific Grove Unified School District adheres to the provisions of the Americans with Disabilities Act regarding reasonable accommodation procedures.

Adopted by the Board of Education: July 30, 2021