



PERSONNEL COMMISSION

Class Code: 5083
Salary Range: 36 (C1)

WEBMASTER

JOB SUMMARY

Under the direction of the Office of Public Information, design, publish and update new and existing web sites and pages for the District; assure high quality, accessibility, integrity, consistency and accuracy of the content of District online resources; provide web design, publishing, maintenance and monitoring services to content creators within the District; perform related duties as assigned.

EXAMPLES OF DUTIES

The classification specification does not describe all duties performed by all incumbents within the class. This summary provides examples of typical tasks performed in this classification.

- Design, publish and update new and existing web sites and pages for the District; provide continuity of the District's web site including programming, development and marketing; maintain confidentiality of sensitive and privileged information. **E**
- Program Hyper Text Markup Language (HTML) and upload pages on the District's web site; integrate multimedia assets, search engines and applications into the site; establish links with other appropriate web sites; respond to user expectations for change and dynamic publishing. **E**
- Research and assess new standards, technologies and trends regarding web page design and maintenance; test and make recommendations related to new software, tools and hardware related to web site development. **E**
- Design and maintain an appealing flow and uniformity to the District's main web site; present a consistent visual image on the web by promoting uniform fonts, formatting, icons, images, layout techniques and modularization; create graphics for use on District web pages. **E**
- Create and assure the functionality of web page links, online forms, surveys and scripts running behind the web site; convert files between various formats. **E**
- Determine appropriate compression techniques, resolutions, sizes, color maps and depths to assure images are delivered to the viewer in high speed and quality. **E**
- Establish automated systems to monitor web site use, analyze a variety of user data including number of visits, paths utilized and time spent on each page; evaluate user trends and recommend modifications to provide continuous improvement of the District's web site. **E**
- Maintain records and prepare periodical reports regarding web site design and implementation activities and user traffic and statistics. **E**

- Encourage schools and departments to develop and maintain active web sites; consult with District staff and departments regarding development and maintenance of consistent and professional departmental and school site web sites and pages. ***E***
- Provide technical support to departments and school sites regarding web page design, trends and policies. ***E***
- Train identified content owners in use of web conversion tools and applications and developing web-based applications and programs. ***E***
- Confer with Information Services staff to assist in creating web-accessed databases, managing web servers and assuring security and integrity of District information. ***E***
- Operate a variety of standard office equipment including a computer and assigned software; drive a vehicle to conduct work. ***E***
- Confer with appropriate personnel and assure high quality, accessibility, integrity, consistency and accuracy of the content of District online resources; follow and assist in enforcing District policy related to information access. ***E***
- Troubleshoot problems and related applications and programs that run in conjunction with the web pages; run routine software tests; backup web site data in accordance with established procedures. ***E***
- Participate in a variety of meetings and committees regarding designing, developing and implementing web-based applications to promote District programs and activities; make recommendations regarding web site standards; develop proposals and timelines for completion of web site projects. ***E***

Note: At the end of some of the duty statements there is an italicized "E" which identifies essential duties required of the classification. This is strictly for use in compliance with the Americans with Disabilities Act.

DISTINGUISHING CHARACTERISTICS

This single incumbent classification reports to the Office of Public Information and oversees the design, publishing and maintenance of the District's primary web site. Incumbents will be expected to work closely with the Information Services department to assist in creating web-accessed databases, manage web servers and assure security and integrity of District information. The incumbent will also provide technical support and training to departments and school sites regarding individual department and site web page design, trends and policies.

EMPLOYMENT STANDARDS

Knowledge of:

FTP/HTTP concepts and technologies including Macromedia Dreamweaver and Contribute.

Troubleshooting strategies for PC and Macintosh platforms and Internet browsers and versions.

Principles of training and supporting technology users.

Accepted web page design and implementation concepts, Graphical User Interface and

W3C standards.
Web authoring tools including current web languages.
Project management methodologies and concepts.
Principles of database structures.
File size and image compression issues.
Graphic creation and manipulation tools.
Technical aspects of field of specialty.
Oral and written communication skills.
Operation of standard office equipment including a computer and assigned software.
Interpersonal skills using tact, patience and courtesy.
Correct English usage, grammar, spelling, punctuation and vocabulary.
PC and Macintosh operating environments.
Record-keeping and report preparation techniques.

Ability to:

Design, publish and update new and existing web sites and pages for the District.
Apply web programming languages and technologies.
Design and publish user-friendly web pages, forms and surveys.
Design professional quality graphics for use on web sites.
Train users on web-based applications, concepts and techniques.
Assist users in development and maintenance of web pages.
Work with multiple database structures.
Communicate effectively, both orally and in writing.
Establish and maintain effective working relationships with others.
Plan and organize work.
Meet schedules and time lines.
Maintain records and prepare reports.
Analyze situations accurately and adopt an effective course of action.
Work independently with little direction.

Education and Training:

Bachelor's degree with course work in computer science, web design or a related field.

Two years additional experience or completion of a job training program or certificate course in web page design may substitute for two years of the required education.

Experience:

Two years of experience in web page design and maintenance.

Any other combination of training and experience that could likely provide the desired skills, knowledge or abilities may be considered.

SPECIAL REQUIREMENTS

Valid California Class C driver's license and use of a personal automobile.

WORKING ENVIRONMENT

Office environment.
Extended viewing of a computer monitor.
Drive a vehicle to conduct work.

PHYSICAL DEMANDS

Sitting for extended periods of time.
Dexterity of hands and fingers to operate a computer keyboard.
Seeing to view a computer monitor.
Hearing and speaking to exchange information in person or on the telephone.

AMERICANS WITH DISABILITIES ACT

Persons with certain disabilities may be capable of performing the essential duties of this class with or without reasonable accommodation, depending on the nature of the disability.

APPOINTMENT

In accordance with Education Code Section 45301, an employee appointed to this class must serve a probationary period of six (6) months during which time an employee must demonstrate at least an overall satisfactory performance. Failure to do so shall result in the employee's termination.