TITLE: Webmaster Engineer	**CLASSIFICATION:** Classified (SEIU)
REPORTS TO: Director of Information Services	**RANGE:** Range 310
WORK YEAR: 12 Months	**CLASS:** Information Technology
BOARD APPROVAL: 1/12/17	
BOARD REVISION:	

PRIMARY FUNCTION: Perform independent, specialized technical duties requiring independent judgment and analysis related to the creation and maintenance of the district's official website; support school sites and departments in creating web content and publishing web data; maintain current district and site information. Provide support by installing, maintaining, upgrading, trouble-shooting, and repairing District approved webservers and software, and networks.

RELATIONSHIP TO STUDENT ACHIEVEMENT: This position supports student achievement by ensuring that all IT equipment is functioning correctly so that staff may use technology as a tool to teach and students may access multimedia to enhance their learning.

SUPERVISION OVER: Not Applicable

ESSENTIAL DUTIES AND RESPONSIBILITIES: **Incumbents may perform any combination of the essential functions shown below. This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification, but to accurately reflect the primary job elements. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this classification.**

- Responds to Technology Requests quickly and efficiently.
- Assists District employees by identifying and correcting a variety of Webpage problems both remotely and on-site.
- Provides a variety of Webpage support and serves as a resource in the use of webpage design.
- Schedules and performs routine maintenance on all District webservers.
- Communicates with various management personnel, District staff, and outside entities to coordinate activities, exchange information, and resolve issues and concerns.
- Schedules work so as to minimize interruptions to staff productivity and student learning.
- Assists the Director of Information Technology and IT staff in the performance of their duties.
- Assists administrative personnel and/or designees in the use and implementation of District webpages.
- Cares for, supervises, controls, and protects student and staff data in a manner commensurate to assigned duties and responsibilities.
- Completes other reasonable duties as assigned.
- Manages all content on district website including strategic placement of information and oversight of content accuracy and relevance. Provides continuity to the entire district website; locate and identify Internet resources for the educational community, and make them available on the website.
- Provides excellent customer support for district school sites/department staff regarding development and maintenance of sites/department web pages; provide design and technical support in updating site/department web pages as new trends and programs are developed; assesses and understands emerging Internet technologies.

- Provides excellent customer service by establishing positive relationships with district personnel, other departments, vendors, representatives from external organizations, the general public, and others; responds to phone calls, emails, letters, and other communications; lifts light objects.
- Serves as a primary liaison between the district and website vendor regarding design, development, and support of the site.
- Explains complex concepts and Internet-related matters clearly and simply to a wide variety of users requesting content published in Web format; troubleshoots, analyzes, and solves web page problems.
- Creates and produces written and multimedia content for the website regarding and school site initiatives and programs.
- Edits and maintains district and school websites using existing content management system (CMS).
- Creates and edits text, graphics, animation, audio, and video files, and place on Web servers; convert files between various formats, including word processing, spreadsheet, Adobe Printed Document Format (PDF), and Hyper Text Mark-up Language (HTML).
- Trains identified content owners in the use of web conversion tools and applications; assigns security access to site webmasters and page masters as needed; maintains regular contact with district sites/departments contacts to advise and train on developing web-based applications and programs.
- Assists with the development, dissemination, and observance or adherence to standards for publishing on the district's web sites; creates, edits, writes, and/or uploads text; validate and update links on the web.
- Monitors website users on the system, and analyzes a variety of data including number of user visits, paths utilized, and time spent on each site; evaluates user trends, and recommends modifications to provide ongoing improvement of the district's web site.
- Participates in a variety of work groups, committees, and task forces to design, develop, and implement web-based applications to communicate the district's programs, objectives, vision, mission, and guiding principles.
- Works with school improvement initiatives that close student achievement gaps between racial, ethnic, and economic groups by working with all of the diverse communities.

TRAINING, EDUCATION, AND EXPERIENCE:
- High school diploma or the equivalent.
- College-level course work in computer science or related field desirable.
- Two or more years' experience in Information Technology work OR an equivalent combination of experience and education from which comparable knowledge, skills, and abilities have been achieved.
- Experience with Windows OS, Mac OS, Tablet IOS, and network environments preferred.
- Prior experience working in a public school setting preferred.

LICENSES AND OTHER REQUIREMENTS:
- Valid California Driver's License, insurable status by the District's carrier, and access to a personal vehicle.
- Fingerprint/criminal justice clearance.
- Possession of a negative TB risk assessment certificate and, if risk factors are identified, a negative TB examination, that is no more than 60 days old and renewable at least once every four years.

KNOWLEDGE AND ABILITIES: The following outline of essential knowledge, abilities, and physical requirements is not exhaustive and may be supplemented as necessary in accordance of the job.

KNOWLEDGE OF*:
- Computers and related hardware operation principles for both Macintosh and PCs.
- Internet, Windows networks, computer peripherals, and supporting software.
- Beginning knowledge of Local Area Networks (LANs), equipment and supporting software.
- Beginning knowledge of LAN security concepts and practice.
- Laws and regulations affecting computer software.
- Practices, procedures, resources, and applications on the Internet.
- Hypertext Transfer Protocol (HTTP) concepts and technologies.
- Troubleshooting strategies for PC platforms, and various Internet browsers and versions

- Windows and Mobile operating environments.
- Word processing software, and web page development software and tools.
- Content Management Systems (CMS)
- Accepted design concepts, Internet protocol, Graphical User Interface, and other standards.
- Graphics creation and manipulation tools.
- Current webpage software applications and tools.
- Operation of a computer, related hardware and software, and standard office equipment.
- Record-keeping techniques.
- Oral and written communication skills.
- Interpersonal skills using tact, patience, and courtesy. Health and safety regulations.
- Technical aspects of field of specialty.

ABILITY TO*:
- Diagnose and assist District staff with web-related software problems.
- Monitors Internet services for the District.
- Deal tactfully and courteously with users in training and technical assistance environments.
- Explain webpage programs to District staff.
- Maintain current knowledge of technological advances in the field.
- Analyze, interpret, and report problems.
- Prioritize and schedule work.
- Maintain confidentiality of privileged information obtained in the course of work.
- Exercise caution and comply with health and safety regulations.
- Provide service and assistance to others using tact, patience, and courtesy.
- Give, understand, and carry out multi-step oral and written instructions.
- Form and maintain cooperative and effective working relationships with others.
- Sustain productivity with frequent interruptions and attention to deadlines.
- Maintain consistent, punctual, and regular attendance.
- Work both independently with little direction and as a part of a team.
- Meet District standards of professional conduct as outlined in Board Policy.
- Apply web programming languages and technologies.
- Design and implement user-friendly and creative web pages.
- Design and develop professional quality graphics for use on district websites.
- Train users on web-based applications, concepts, and techniques.
- Create HTML files, and convert various files into formats such as HTML or PDF.
- Troubleshoot, analyze, and solve web page problems.
- Explain complex concepts and Internet-related matters clearly and simply to a wide variety of users.
- Use commonly available office automation tools.
- Work with school improvement initiatives that close student achievement gaps between racial, ethnic, and economic groups by working with all of the diverse communities.
- Multi-task and complete work with many interruptions. Lift light objects according to safety regulations.

Candidates should have fundamental working knowledge of these concepts, practices, and procedures, and the ability to apply them in varied situations.

WORKING CONDITIONS:

PHYSICAL DEMANDS (*With or without the use of aids)*:
- Work is performed while in a stationary position for extended periods of time.
- Work is performed while moving about the office to utilize equipment, technology, etc.
- Work is performed while positioning self to access files and supplies.
- May require traveling in a vehicle to job assignments.

- Work is performed while moving supplies exceeding 50 pounds across the office.
- Requires the ability to communicate effectively with staff, students, parents, and community members.
- Requires the ability to detect information displayed on a computer screen and read documents.
- Requires the ability to operate a computer keyboard or standard office equipment.

Consideration will be given to qualified disabled persons who with reasonable accommodation can perform the essential functions of the job.

SAMPLE ENVIRONMENT: In vehicle traveling to work assignments; various campus facilities; indoor office setting where employees are protected from weather conditions or contaminants; occasional temperature changes; exposure to usual office sounds, dust, and possible odor of perfume or room deodorizer; outdoor environments on campus in variable weather conditions; variable heights, confined spaces, variable/diminished lighting; loud and consistent noise created by power tools and equipment; fumes and odors caused by chemicals and solvents.