

PINELLAS COUNTY SCHOOL DISTRICT, FLORIDA

PCSB: 8960
Pay Grade: E04

FLSA: Exempt
PTS

WEBMASTER
REPORTS TO: Director, Strategic Communications
SUPERVISES: Not Applicable
QUALIFICATIONS: Bachelor's degree from an accredited college or university in information systems, computer science, or related field with course work in website development OR certification in information technology, computer science, or a closely related field. Five (5) years progressively responsible experience using Internet-based applications and design, authorship and maintenance of web pages. Working knowledge of HTML specifications and web application development. Comprehensive experience in website design and knowledge of graphic design software such as Photoshop and Illustrator.
PREFERRED: Certified Internet Webmaster Associate. Experience with project management methodologies and concepts. Knowledge of how websites can be utilized to market large organizations.
MAJOR FUNCTION
Performs a variety of duties in the development, design, programming, testing, implementation and maintenance of the district's website. Provides district departments and school staff with web design technology and training to support specific functionality requirements of websites and web pages.
ESSENTIAL RESPONSIBILITIES
<ul style="list-style-type: none">• Interfaces with Director, Strategic Communications; Manager, Multimedia Projects; Public Information Officer; Communications Coordinators; Multimedia Producers; and Multimedia Coordinators to maintain an effective and efficient flow of information to internal and external stakeholders via the district's website• Coordinates the development, maintenance and support of departmental and school websites• Interfaces with other district departments to ensure that PCS families are made aware of district services and outreach opportunities via district and school websites• Assists the communications team in providing information to internal and external stakeholders via the district's Newsroom• Maintains a list of district department web content managers and collaborates with them to ensure that department websites and web pages are continually updated• Coordinates the development, maintenance and support of school websites• Maintains a list of school-based web content managers and collaborates with them to ensure that school websites and web pages are continually updated• Designs and coordinates training of district and school web content managers• Establishes and maintains standards and policies for web content at district and school level• Maintains metrics on district and school websites, making suggestions for adapting content to ensure greater usability• Evaluates user trends and recommends modifications to provide ongoing improvement of district and school websites

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ESSENTIAL RESPONSIBILITIES

- Oversees and improves search engine optimization to achieve maximum visibility and stakeholder use of district and school websites
- Interfaces with members of the Technology Information Systems team to ensure that web servers, hardware and software are operating correctly
- Oversees web-based marketing functions including RSS feeds, subscriptions, online surveys and social media integration
- Stays abreast of the latest web marketing trends/best practices and makes recommendations for future implementation
- Participates in staff trainings pertaining to writing, editing, videotaping, audio, Freedom of Information Act management, and media relations
- Performs other related work as required

TERMS OF EMPLOYMENT

Salary and benefits shall be paid consistent with the district's approved compensation plan. Length of the work year and hours of employment shall be established by the District.

Performance of the job will be evaluated in accordance with provisions of the School Board's policy on evaluation of personnel.

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities and duties required of those in this classification.

HISTORY OF JOB CLASSIFICATION

ISSUED: 8/06 AK; BOARD APPROVED: 9/12/06: REVISED MF, D&R, MQ's & PREF; LMCK; BOARD APPROVED: 10/12/10; REVISED PG, QUALS, MF, ER; 04/14 CH; BOARD APPROVED: 4/22/14

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WORKING CONDITIONS & PHYSICAL EFFORT:	Seldom Or Never	Monthly	Weekly	Daily	Hourly
1. Lift objects weighing up to 20 pounds		X			
2. Lift objects weighing 21 to 50 pounds		X			
3. Lift objects weighing 51 to 100 pounds	X				
4. Lift objects weighing more than 100 pounds	X				
5. Carry objects weighing up to 20 pounds		X			
6. Carry objects weighing 21 to 50 pounds	X				
7. Carry objects weighing 51 to 100 pounds	X				
8. Carry objects weighing 100 pounds or more	X				
9. Standing up to one hour at a time	X				
10. Standing up to two hours at a time	X				
11. Standing for more than two hours at a time	X				
12. Stooping and bending		X			
13. Ability to reach and grasp objects				X	
14. Manual dexterity or fine motor skills					X
15. Color vision, the ability to identify and distinguish colors					X
16. Ability to communicate orally					X
17. Ability to hear					X
18. Pushing or pulling carts or other such objects	X				
19. Proofreading and checking documents for accuracy					X
20. Using a computer to enter and transform words or data					X
21. Using various technology tools					X
22. Working in a normal office environment with few physical discomforts					X
23. Working in an area that is somewhat uncomfortable due to drafts, noise, temperature variation, or other conditions	X				
24. Working in an area that is very uncomfortable due to extreme temperature, noise levels, or other conditions	X				
25. Working with equipment or performing procedures where carelessness would probably result in minor cuts, bruises or muscle pulls	X				
26. Operating automobile, vehicle, or van	X				
27. Other physical, mental or visual ability required by the job	X				

Webmaster PTS