



ASSISTANT WEBMASTER/GRAPHIC DESIGNER

Purpose Statement

The job of the Assistant Webmaster/Graphic Designer was established for the purposes(s) of assisting the District Webmaster in updating and maintaining the District websites, supporting and training school webmasters, and ensuring that our websites are following and maintaining accessibility requirements and guidelines. Also works on assigned graphic design projects in web, print, and digital and formats.

This job reports to the Communications Director.

Essential Functions

- Assists District Webmaster with designing, updating, and maintaining the WCS website and Intranet.
- Assists with District's effort to ensure website accessibility to all individuals.
- Provides support and resources to all school webmasters and designated WCS employees.
- Provides training to school webmasters through work sessions with the District Webmaster.
- Prepares, communicates, tracks, and reports school webmaster tasks as assigned.
- Works with District Webmaster to create images for school webmasters to utilize for events, promotions, and announcements as needed.
- Communicates maintenance reminders to school webmasters throughout the year.
- Communicates with school calendar organizers regarding website calendar as needed.
- Remains current in new web software and design practices.
- Assists with the evaluation of all school websites at least twice per year based on WCS requirements.
- Develops graphic designs for the District and InFocus websites and social media accounts.
- Proposes designs and layout recommendations for District's email distribution service.
- Designs and prepares a variety of illustrative materials such as brochures, reports, pamphlets, posters, display panels, presentations, maps, charts, diagrams, and other publications.
- Create illustrations as directed. This may include logos, mascots and special purpose designs.
- Provides templates and graphic design assistance to select District personnel to ensure quality production standards.
- Conducts photo shoots and/or give direction as it relates to visual goals in photography.
- Performs color correction on photographs.
- Researches graphic design images to ensure originality and copy-free graphics purchased from stock image services are not in violation of copyright laws.
- Design graphics for live broadcast of School Board meetings.



Other Functions

- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

Job Requirements: Minimum Qualifications

Skills, Knowledge and Abilities

SKILLS are required to perform multiple, technical tasks with a need to periodically upgrade skills in order to meet changing job conditions. Specific skill-based competencies required to satisfactorily perform the functions of the job include: WordPress, HTML, CSS, or other web technologies, graphic design experience using Adobe Creative Suite, Microsoft Office (Word, Excel, Power Point, Publisher, and Outlook); planning and managing projects; preparing and maintaining accurate and detailed records; attention to detail and the ability to work well with others; and using pertinent software applications.

KNOWLEDGE is required to perform advanced math; read technical information, compose a variety of documents, and/or facilitate group discussions; and analyze situations to define issues and draw conclusions. Specific knowledge-based competencies required to satisfactorily perform the functions of the job include: concepts of grammar and punctuation; and safety practices and procedures.

ABILITY is required to schedule a number of activities, meetings, and/or events; often gather, collate, and/or classify data; and consider a variety of factors when using equipment. Flexibility is required to work with others in a wide variety of circumstances; work with data utilizing defined but different processes; and operate equipment using a variety of processes. Ability is also required to work with a diversity of individuals and/or groups; work with data of varied types and/or purposes; and utilize a variety of types of job related equipment. Problem solving is required to identify issues and create action plans. Problem solving with data frequently requires independent interpretation of guidelines; and problem solving with equipment is moderate to significant. Specific ability based competencies required to satisfactorily perform the functions of the job include: adapting to changing work priorities; communicating with diverse groups; meeting deadlines and schedules; setting priorities; working as part of a team; working with detailed information/data; and working with frequent interruptions.

Responsibility

Responsibilities include: working independently under broad organizational guidelines to achieve unit objectives; directing other persons within a small work unit; and tracking budget expenditures

Working Environment

The usual and customary methods of performing the job's functions require the following physical demands: occasional lifting, carrying, pushing, and/or pulling; and significant fine finger dexterity. Generally the job requires 60% sitting, 20% walking, and 20% standing.

- EXPERIENCE:** Job related experience with increasing levels of responsibility preferred.
- EDUCATION:** Bachelor's degree in related field preferred.
- EQUIVALENCY:** None Specified



REQUIRED TESTING:

CERTIFICATES & LICENSES: Valid TN Driver's License

FLSA STATUS: Exempt

CONTINUING EDUCATION / TRAINING:

CLEARANCES: Criminal Justice Fingerprint/Background Clearance

SALARY GRADE: Classified