



## District Webmaster

### Purpose Statement

The purpose of this position is to manage the design, implementation, documentation, training and troubleshooting of all District web resources.

This job reports to the Director of Communications.

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### Essential Functions

- Develop, design, implement and maintain the District Internet website and the District Intranet website; assist with the design of all school websites.
- Coordinate District plans for all website communication.
- Monitors, improves, and updates the publication and performance of all District websites.
- Take responsibility for the content, quality, design and style of the district and school websites.
- Enforce guidelines, standards, board policies and state laws as they pertain to all websites within the school district.
- Optimize web architecture for navigability (browser and mobile platforms).
- Maintain, convert and optimize published documents for online use.
- Work with Assistant Webmaster to assist school-level webmasters with publishing teacher websites.
- Assists in training teachers/students for class project websites.
- Serve as a help desk for parents and community searching for district information.
- Track and analyze web traffic statistics for periodic reporting and review of content effectiveness.
- Work toward accessibility of all websites.
- Mediate between school-level webmasters and District administration goals.
- Provide support, planning and resources for all designated WCS employees.
- Remain current in new and advanced web software and design practices and train school webmasters for migration into the new software and procedures.

### 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**

- Attention to detail.
- Strong organizational and communication skills.
- Ability to work well with others.
- Proficiency in WordPress version 3.6 and above.
- Proficiency in HTML, ASP, .NET, CSS, PHP, JavaScript, XML and other web technologies and standards.



# Williamson County Schools

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- Knowledge of SQL or MySQL Database queries and functions for custom web reporting and formatting.
- Knowledge of IIS and web-based authentication (Basic, Forms, Claims Based, Windows).
- Organizational skills in file management with a large variety of file types.
- Knowledge of Microsoft web server and development products (i.e. Expression Studio, Visual Studio, InfoPath, IIS and IIS plugins).

## Responsibility

Responsibilities include: working under limited supervision following standardized practices and/or methods: leading, guiding, and/or coordinating others; and tracking budget expenditures. Utilization of resources from other work units is often required to perform the job's functions. There is a continual opportunity to impact the organization's services.

## Working Environment

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling; some stooping, kneeling, crouching, and/or crawling; and significant fine finger dexterity. Generally, the job requires 75% sitting, 15% walking, and 10% standing. The job is performed in a generally hazard free environment.

**EXPERIENCE:** Job related experience within specialized field is required. Experience in building websites and in graphic design.

**EDUCATION:** Bachelor's degree or equivalent relevant experience.

**EQUIVALENCY:** None specified.

**REQUIRED TESTING:**

None Specified

**CERTIFICATES & LICENSES:**

Certified Internet Web Professional (CIW) or equivalent certifications preferred.

**FLSA STATUS:**

Exempt

**CONTINUING EDUCATION/TRAINING:**

None Specified

**CLERANCES:**

Criminal Justice Fingerprint/Background Clearance

**SALARY GRADE:**

Classified