

ST. MARY'S COUNTY PUBLIC SCHOOLS
EDUCATION SUPPORT PROFESSIONAL POSITION DESCRIPTION

WEBMASTER

POSITION: Webmaster

REPORTS TO: Chief Strategic Officer

LOCATION: Office of Strategic Planning and Communications

NATURE OF WORK:

This position serves as webmaster and performs duties related to a wide variety of communications projects and will assist with public and employee communication activities through the school system's website. This position will be responsible for monitoring, updating, and supporting communications through the school system's website. Further, the role supports the work of the digital media team in assisting school and office webmasters in the design and maintenance of websites. Work involves considerable knowledge of the school system's organization, policies, regulations, and an ability to exercise tact and sound judgment.

ESSENTIAL FUNCTIONS:

- Oversee a wide variety of internal and external communication projects through the school system's website;
- Support school system communications through the website used by schools and offices;
- Collaborate with the departments and divisions regarding the incorporation of new technology for the delivery of content and resources across the school system's website;
- Assist school-level webmasters with publishing information, updates, and resources on school websites;
- Assists in training staff in the development and maintenance websites or related online communication media;
- Ensure that the information being communicated is in compliance with any federal, state, and county government mandates that may apply;
- Auditing and ensuring website accessibility compliance;
- Responsible for maintaining the web page and electronic information, including possible emergency circumstances;
- Supporting the digital media team and the Office of Strategic Planning and Communications initiatives;
- Assist in public relations efforts in promoting SMCPs information and initiatives; and
- Perform related work as required.

DUTIES AND RESPONSIBILITIES:

- Website design and web page construction using HTML, XML and CSS;
- Use of Content Management Systems, experience with Joomla preferred;
- Design and maintenance of websites and related resources that include the use web and graphic editing software, including Dreamweaver, Photoshop, and Illustrator;
- Training others and using Google suite tools (e.g., Drive, Sites, Docs, Forms) to assist in delivery of information, resources, and system initiatives;
- Application of web usability guidelines such as WCAG 2.0 and Section 503 compliance rules; and
- Applied knowledge of public education, news media, coordinating and implementing public outreach activities, public relations campaigns and programs or similar activities.

QUALIFICATIONS:

Required:

- Bachelor's degree in Computer Science, Information Technology, Instructional Technology or related field, with at least five (5) years of progressively responsible experience, two (2) of which are related to website editing software and using the Web as a promotion and marketing tool;
- Excellent human relations and communication skills;
- Experience in website design and maintenance for government or public entity;
- Strong written and verbal communications skills; and
- Flexibility in scheduling for time-sensitive updates or special circumstances.

Desirable:

- Excellent time management skills and ability to take initiatives and make decisions within assigned responsibility in a challenging, fast-paced professional environment and be flexible in work responsibilities and hours;
- Considerable knowledge in website design and web page construction using HTML, XML and CSS;
- Considerable knowledge in the use of Content Management Systems, experience with Joomla preferred;
- Considerable knowledge in the use of web and graphic editing software, including Dreamweaver, Photoshop, and Illustrator;
- Demonstrated knowledge of Cyber Security best practices and Website Hardening concepts;
- Demonstrated experience in the application of web technology in the educational setting;
- Demonstrated experience in using Google suite tools (e.g., Drive, Sites, Docs, Forms);
- Applicable knowledge of web usability guidelines such as WCAG 2.0 and Section 503 compliance rules;
- Knowledge of school board and state policies, rules and regulations, including those related to accessibility, COPPA, and FERPA; and
- A results-oriented, self-starter with a passion for his/her work, a strong desire to continually learn, and a positive upbeat personality who strives to effectively work well with others with a positive professional work ethic.

TERM OF EMPLOYMENT:

Full-time twelve-month position.

SALARY GRADE RANGE:

The salary for this EXEMPT position will be based on EASMC-ESP salary schedule for twelve-month seven hour employees - Range 34.

BARGAINING UNIT ELIGIBILITY: EASMC-ESP