

**SAN DIEGO UNIFIED SCHOOL DISTRICT**

**POSITION DESCRIPTION**

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<b>TITLE:</b>	Webmaster	<b>REPORTS TO:</b>	Assigned Supervisor
<b>DEPARTMENT:</b>	Communications	<b>CLASSIFICATION:</b>	Classified
<b>FLSA:</b>	Non-Exempt	<b>SALARY GRADE:</b>	054 OTBS
<b>ISSUED:</b>	April 24, 2007		

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**BASIC FUNCTION:**

Perform a variety of duties in the development, design, programming, testing, implementation and maintenance of the district's website. Provide district departments and staff with web design technology to support specific functionality requirements of web pages.

**REPRESENTATIVE DUTIES:** (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 is intended to accurately reflect the principal job elements.)

**E = Essential Functions**

Develop program specifications, script and query creation, coding of program procedures and development and execution of test plans as needed for website development. **E**

Provide continuity to the entire District website, including aspects of programming, development, design, and marketing. **E**

Program and develop graphic design to support interactive content; develop multimedia and QuickTime applications. **E**

Meet with district departments to consult with staff regarding development and maintenance of department web pages; provide design and technical support in updating department web pages as new trends and programs are developed. **E**

Train identified content owners in use of web conversion tools and applications; maintain regular contact with district departments and contacts to advise and train on developing web-based applications and programs. **E**

Establish systems to monitor website users, and analyze a variety of data including number of user visits, paths utilized, and time spent on each site; evaluate user trends and recommend modifications to provide on-going improvement of the district's website. **E**

Participate in a variety of work groups, committees and task forces to design, develop and implement web-based applications to promote district programs and objectives. **E**

Perform related duties as assigned.

**MINIMUM QUALIFICATIONS:**

**EDUCATION AND EXPERIENCE:**

Any combination of training, experience, and/or education equivalent to graduation from a recognized college or university with a bachelor's degree in information systems, computer science or related field and two years of recent experience with client/server, database or web development tools.

**LICENSES AND OTHER REQUIREMENTS:**

None.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

Current webpage software applications and tools.

FTP/HTTP concepts and technologies.

Troubleshooting strategies for PC platforms and various Internet browsers and versions.

Accepted design concepts, Graphical User Interface and W3C standards.

Project management methodologies and concepts.

File size and image compression issues.

Graphic creation and manipulation tools.

Technical aspects of field of specialty.

Oral and written communication skills.

**ABILITY TO:**

Operate standard office equipment including microcomputers and related software applications.

Apply web programming languages and technologies.

Design and implement user-friendly and creative web pages, forms, and surveys.

Design and develop professional quality graphics for use on district website.

Train users on web-based applications, concepts, and techniques.

Communicate effectively orally and in writing.

Establish and maintain effective working relationships with others.

Plan and organize work.

Meet schedules and time lines.

Maintain records and prepare reports.

Analyze situations accurately and adopt an effective course of action.

Work independently with little direction.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

Indoor office.

**PHYSICAL REQUIREMENTS:**

Hearing and speaking to exchange information; seeing to perform assigned duties; sitting or standing for extended periods of time; dexterity of hands and fingers to operate a computer keyboard and other office equipment; kneeling, bending at the waist, and reaching overhead, above the shoulders and horizontally, to retrieve and store files and supplies; lifting light objects.