Williamson County Schools
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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.

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.

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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:	CERTIFICATES & LICENSES:	FLSA STATUS:
None Specified	Certified Internet Web Professional (CIW) or equivalent certifications preferred.	Exempt
CONTINUING EDUCATION/TRAINING:	**CLEARANCES:**	**SALARY GRADE:**
None Specified	Criminal Justice Fingerprint/Background Clearance	Classified