VALLEJO CITY UNIFIED SCHOOL DISTRICT
Human Resources
665 Walnut Avenue, Vallejo, CA 94592

JOB DESCRIPTION
WEBMASTER SUPERVISOR

<table>
<thead>
<tr>
<th>Title:</th>
<th>Webmaster Supervisor</th>
<th>Reports To:</th>
<th>Director of Communication or Designee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department:</td>
<td>Superintendent’s Office</td>
<td>Work Year:</td>
<td>Classified Management Calendar</td>
</tr>
<tr>
<td>Classification:</td>
<td>Classified Management</td>
<td>Salary:</td>
<td>Classified Management Schedule</td>
</tr>
<tr>
<td>Date Approved:</td>
<td>September 2023</td>
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DESCRIPTION OF POSITION:
Perform a variety of duties in the development, design, programming, testing, implementation and maintenance of the district's website. Provide district departments and school staff with website management support and training specific to functional requirements of websites and web pages. Maintain and enhance the District’s policies on digital communications and compliance with ADA guidelines for websites.

REPRESENTATIVE DUTIES:
- Manifest a professional code of ethics and values.
- Respond to internal and external customers and vendors in a timely, accurate, courteous and empathetic manner.
- Model the routine, intentional and effective use of technology in daily work, including communications, organization and management tasks.
- Work with Director of Communication or Designee to maintain an effective and efficient flow of information to internal and external audiences via the district’s website.
- Coordinate the development, maintenance and support of district departmental web pages to maintain a consistent look and feel and to ensure ADA compliance.
- Work with other district departments to ensure that internal and external audiences are made aware of district programs, services and information via district and school websites.
- Maintain a list of district department and school web content managers and collaborate with them to ensure that web pages are continually updated and comply with all district policies.
- Coordinate the development, maintenance and support of school websites.
- Conduct a rolling audit of all district and school web pages for policy compliance.
- Provide direct support for content maintenance on web pages requiring skills beyond the average district and school content manager.
- Design and coordinate periodic training of district and school web content managers.
- Work with vendors to ensure the best possible product support and ADA compliance of the web platform and supporting tools.
- Work with Director of Communication or Designee to establish and maintain governance standards and policies for web content at district and school levels.
- Establish, monitor and report metrics on district and school websites periodically, making suggestions for adapting content to ensure greater usability.
- Evaluate user trends and recommend modifications to provide ongoing improvement of district and school websites.
● Oversee and improve search engine optimization to achieve maximum visibility and audience use of district and school websites.
● Work with members of the Information Technology Services division to ensure that all technology supporting website and division technology services are operating correctly.
● Stay abreast of the latest web marketing trends/best practices and make recommendations for future implementation.
● Keep the Director of Communication or Designee informed about technology issues and incidents about which the director should be aware.
● Follow the district’s policies and procedures as related to all HRMD guidelines and the district’s instructional initiatives.
● Follow the district’s policies and procedures as related to fixed assets.
● Responsible for keeping up to date on current technology. With the support of the district, attend training to ensure skill level in various technologies is at the level required to perform in current position.
● Responsible for maintaining timely and accurate information and accountable for the quality of information maintained.
● Responsible for self-development and keeping up to date on current research, trends and best practices relevant to the area of responsibility.
● Perform other duties and responsibilities as assigned by the supervisor.

KNOWLEDGE AND ABILITIES:

● Organized self-starter with advanced computer skills related to public web design and support.
● Preferred experience with Adobe Acrobat Pro, HTML, CSS, responsive design, JavaScript, ADA compliance and CMS.
● Ability to develop solutions, recommendations and modifications for the VCUSD website and other electronic communication platforms to support and enhance effective communication.
● Ability to provide training, oversight and support for school and department web editors.
● Skilled in website management, supervision, design and maintenance.
● Ability to adapt to the use of a wide range of programs, and applications, including Web and content management solutions, as well as social media and other electronic communication tools.
● Ability to communicate effectively, both verbally and in writing. Ability to work in a culturally diverse setting.
● Ability to establish and maintain effective working relationships with administrators, supervisors, school personnel, vendors and the general public. Ability to work under pressure and to meet deadlines.
● Ability to work independently to plan, organize and coordinate assignments.
● Ability to post important notices in evenings and weekends, as needed.
● Skills in simultaneously managing multiple projects.
● Techniques and methods to make a variety of media ADA accessible.
● Web design and layout, including graphical user interface and information architecture principles.

EDUCATION AND EXPERIENCE:

● Bachelor’s degree in Computer Science or related field required; coursework in digital media, web design, and/or computer programming highly preferred.
● Equivalent progressive professional experience may be substituted for education.

LICENSES AND CERTIFICATES:
Valid California driver’s license; provide personal automobile and proof of insurance.

WORKING CONDITIONS:
Office; school sites; travel may be required.
**PHYSICAL REQUIREMENTS:** Frequency Key: None (1); Occasional - up to 25% of shift (2); Intermittently – up to 50% of shift (3); Frequently – up to 75% of shift (4).

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<thead>
<tr>
<th>Activity</th>
<th>Frequency</th>
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<tbody>
<tr>
<td>Bend</td>
<td>2</td>
<td>Lift/carry 0-10 lbs</td>
<td>3</td>
</tr>
<tr>
<td>Twist</td>
<td>2</td>
<td>Lift/carry 11-25 lbs</td>
<td>3</td>
</tr>
<tr>
<td>Squat</td>
<td>2</td>
<td>Lift/carry 26-40 lbs</td>
<td>2</td>
</tr>
<tr>
<td>Kneel</td>
<td>2</td>
<td>Lift/carry 41-100 lbs</td>
<td>1</td>
</tr>
<tr>
<td>Climb</td>
<td>2</td>
<td>Stand</td>
<td>4</td>
</tr>
<tr>
<td>Reach above shoulder</td>
<td>3</td>
<td>Walk</td>
<td>3</td>
</tr>
<tr>
<td>Grip/Grasp</td>
<td>3</td>
<td>Sit</td>
<td>3</td>
</tr>
<tr>
<td>Extend/Flex Neck</td>
<td>3</td>
<td>Drive</td>
<td>3</td>
</tr>
<tr>
<td>Use Right Hand</td>
<td>4</td>
<td>Perform Repetitive Hand Motions</td>
<td>3</td>
</tr>
<tr>
<td>Use Left Hand</td>
<td>4</td>
<td>Keyboarding/Mouse Work</td>
<td>3</td>
</tr>
<tr>
<td>Ability to See</td>
<td>4</td>
<td>Ability to Hear</td>
<td>4</td>
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THE VALLEJO CITY UNIFIED SCHOOL DISTRICT IS AN EQUAL OPPORTUNITY EMPLOYER and in compliance with federal and state laws, prohibits discrimination, harassment, intimidation, and bullying based on actual or perceived race, religion, creed, color, national origin, ancestry, age, parental, family, or marital status, pregnancy, physical or mental disability, medical condition, genetic information, veteran status, gender, gender identity, gender expression, sex (sexual harassment), or sexual orientation, or association with a person or a group with one or more of these actual or perceived characteristics.

Approved by: ________________________  Date ________________

Dr. Gigi Patrick, Assistant Superintendent of Human Resources