EAST SIDE UNION HIGH SCHOOL DISTRICT

JOB TITLE: WEB TECH SPECIALIST MANAGER - SOUTH BAY CONSORTIUM FOR
ADULT EDUCATION (SBCAE)

BRIEF DESCRIPTION OF POSITION

Responsible for the design, development, maintenance and support for all South Bay Consortium for Adult Education (SBCAE) websites/webpages and web-based software tools. This includes a wide range of activities, including program information updates from SBCAE member districts, writing, editing, proofing, consulting, installing website updates, and fixing bugs. Web Specialist continually updates content, re-evaluates presentation effectiveness, monitors access/performance to ensure optimum conditions.

MAJOR DUTIES AND RESPONSBILITIES

Coordinates the work of departments, divisions and individual administrators, faculty, staff and students to produce a high-quality web presence for SBCAE and to develop new and innovative uses of the SBCAE's web sites.

Interfaces with Network Administrators and information services staff of SBCAE member institutions regarding programming, security, design, and other technical issues.

Conduct routine web site audits to maintain consistency of presentation, optimal functionality and proper operation of interactive components and features; monitors and reports on web site activities and traffic.

Train SBCAE member district's department and division content owners/providers in the implementation and use of SBCAE's templates, graphics, software and web maintenance.

Develop and train SBCAE's web authors to ensure proper use of publishing access, copyrighted materials, photo release forms, web templates and related procedures.

Organize systematic maintenance and updates of the web site and performs a variety of technical tasks relative to assigned area of responsibility.

Assist with the development and implementation of standards, procedures, documentation, and policies for the internet and intranet.

Administer publishing accounts for district web authors, user accounts for Campus Events Calendar, and administrator accounts.

Promotes the use of the web site for distributing information, marketing the SBCAE schools and colleges, and providing numerous services to administrators, faculty, staff and students.

Responsible for the design and content management of all SBCAE websites "official" pages, and SBCAE's interagency web-based tool for sharing data across agencies.

Stay abreast of industry trends and all applicable technologies including scripting, security issues, authoring tools, graphic design tools, and new languages.

Provide technical assistance for data management and reporting software tools

Ensures that materials on the web site meet the needs of the SBCAE and that those materials foster the SBCAE's mission.

Determines the organization of links coordinating the SBCAE home page to department and division web pages for most efficient use.

Ensures that the content of web pages remains current, accurate and consistent and that appropriate links are incorporated.

Reviews the content of new or updated web pages with regard to graphics quality and overall image presented on the web pages.

Creates, updates and maintains SBCAE social media pages, newsletters and distribution lists.

OTHER DUTEIS AND RESPONSIBILITIES

Attend meetings pertaining to web development and updating information for SBCAE websites.

Inform and trains staff on guidelines and procedures to ensure that content on SBCAE website is updated and secured.

Meet and interface with multiple user groups to collect, disseminate and update information onto SBCAE website.

Performs other duties as directed by supervisor.

SUPERVISION EXERCISED OR RECEIVED

Works under the direct supervision of the Director of Adult Education.

MINIMUM REQUIREMENTS

Knowledge and/or experience in Web production, project Management, visual design, image editing, optimizing graphics for the web and information architecture, marketing, user interface design, user experience among other practices commonly utilized

Knowledge and/or experience with Editing and authoring tools and related web site technologies used to design and maintain web pages such as, Perch, WordPress, Dreamweaver, Photoshop, Fireworks, Flash, Google Analytics, Adobe Acrobat and Contribute or other current content creation software.

Knowledge and/or experience with Web page design principles, practices, trends, and techniques. Internet browser applications and plug-ins. Social media integration across multiple platforms (Facebook, LinkedIn, Twitter, MailChimp)

Knowledge and/or experience with Windows and Macintosh platforms, converting desktop webpages into a mobile friendly interface.

EVALUATION

Annually by the Director of Adult Education

PHYSICAL DEMANDS AND WORKING CONDITIONS

1. Seldom = Less than 25%

2. Occasional = 26%-50%

3. Often = 51%-75%

4. Frequent = Above 76%

a. Ability to work at a desk, conference table or in meetings of various configurations [4]
b. Ability to stand for extended periods of time [2]
c. Ability to see to read, prepare and proofread documents [4]
d. Ability to hear and understand speech at normal level [4]
e. Ability to communicate so that others will be able to clearly understand normal conversation [4]
f. Ability to bend and twist, sit, stoop, kneel, push, and pull [2]
g. Ability to lift 5-20 lbs. [2]
h. Ability to carry 5-20 lbs. [2]
i. Ability to operate office equipment [4]
j. Ability to reach in all directions [4]

WORKING ENVIRONMENT

Job duties are spent indoors in an office environment with moderate noise levels.

Must possess the ability to work near mechanical parts. Required to travel by personal and/or district vehicle to and from District sites and to work at remote District sites as needed to perform work activities.

REASONABLE ACCOMODATION

The District will comply with all legal requirements relating to reasonable accommodation for employees and job applicants.

Approved: 08/19/2021 Bd Mtg