<div align="center">**LODI UNIFIED SCHOOL DISTRICT**</div>

CLASS TITLE: WEBMASTER

BASIC FUNCTION:

The principal function of an employee in this class is to provide all school district departments and schools with website and content management. The Webmaster's role is to coordinate the planning, maintenance, and accessibility of all District webpages in a way that ensures the consistency of the look and feel across the organization. This includes ensuring that the layout, positioning, navigation, and look and feel of content are consistent across and throughout the organization.

REPRESENTATIVE DUTIES:

Design, implements and maintain district intranet and internet website.

Oversight for District and school websites, which may include manage a web content management system, the posting main content, announcements, calendar items, news items, athletic schedules, up-to-date images, and other content.

Develop procedures/protocols for submitting/collecting content to be posted.

Confer with department heads, site administrators, and other appropriate personnel to ensure high quality, accessibility, integrity, consistency, and accuracy of the content on the District website.

Provide instructions and orientation to website users.

Create, manage, and maintain user lists as assigned.

Administer website permissions for end users who require access to edit content.

Create a Website Maintenance & Accessibility Plan and review on an annual basis.

Design, test, publish, manage, and maintain school and district websites for staff, student, and community access.

Perform ongoing maintenance and updates including content, adding functionality, optimizing images, and includes links, database, and other website add-ons.

Edit images and graphics and possesses proficiency in writing.

Assist in posting all types of media to various District websites and social media platforms.

Implement and maintain the Lodi Unified style guide for all website content that maintains consistency for all print and content published.

Conceptualize the graphical interface of the division's websites and utilizes software tools to integrate graphical concepts.

Develop and maintain all electronic information resource accessibility policies, procedures, and processes in support of establishing and maintaining compliance with all applicable federal, state, system, and local regulatory requirements.

Act as liaison with content creators and technical staff in reviewing and implementing changes to business practices and electronic systems to ensure that all electronic documents developed meet accessibility requirements.

Recommend best practices for accessibility for new and existing technologies, including software, hardware, web-based applications, and documents.

Identify accessibility training needs across the district and develops training plans to meet those needs.

Provide guidance on corrective action plans for inaccessible websites, applications, or products.

Utilize web-authoring tools to create web pages and programs and codes the HTML behind web pages.

Analyze and evaluate website traffic.

Evaluate and recommend upgrade, replacement and new purchase of website and related software when appropriate.

Comply with policies and procedures to ensure the online safety of self and others as well as online security and confidentiality.

Create reports, coordinate meetings, and make presentations regarding status and processes for improving web and digital content accessibility.

Receive and respond to all email messages for the Webmaster in a timely and courteous fashion.

Conduct self and communicate professionally with staff via email, phone or in person.

Provide an example of leadership and excellent customer service.

Perform other duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

School law and applicable sections of the State Education Code and other applicable laws Board and District policies, procedures, and regulations.
Working knowledge of Web authoring, development and publishing tools.
Comprehensive experience with all aspects of Website content management.
Sensitivity to browser compatibility issues.
Apple and Windows operating systems and basic productivity applications such as Microsoft Office, email, web browsers, etc.
Methods of uploading and downloading all types of media.
Content management systems, website hierarchy, web page structure, and some photo and video editing.
Interpersonal skills using tact, patience, and courtesy.
School district governance and the role of webmaster in support of the Board of Education and board priorities.
Oral and written communication skills.

ABILITY TO:
Analyze situations accurately and adopt an effective course of action.
Read, interpret, explain, and apply rules, regulations, policies, and procedures.
Install, configure, and troubleshoot computer operating systems and applications software.
Read and implement technical manuals and schematics.
Analyze situations accurately and adopting an effective course of action.
Evaluate and test software and hardware for various website related applications.
Establish and maintain effective working relationships with those contacted in the course of the work.

Organize and prioritize workflow independently and handle multiple projects simultaneously with minimal daily supervision.
Communicate effectively in writing.
Operate computer terminal, calculating machines, ten-key adding machines and typewriter with speed and accuracy
Make arithmetic computations with speed and accuracy
Establish and maintain cooperative and effective working relationships with others
Read, interpret and apply State, Federal and District regulations and policies
Communicate effectively both orally and in writing
Work independently with direction

EDUCATION AND EXPERIENCE:

Any combination equivalent to: high school diploma or equivalent supplemented by associate degree in Computer Information Systems or a related field and recent experience in a webmaster or computer systems analyst position and five years' experience in professional level work. Must be familiar with web related languages such as HTML, HTML5, PHP, CSS, JSON, JavaScript, etc. Must have working knowledge of Adobe Suite programs.

LICENSES AND OTHER REQUIREMENTS:

Valid California Driver's License.

WORKING CONDITIONS:

ENVIRONMENT:
Office, school sites, or outdoor environment

PHYSICAL DEMANDS:

Ability to use a computer, laptop, view a computer screen for long periods of time.
Mastery of English grammar, spelling, and punctuation.
Ability to type at a high rate of speed.
Hear and speak to communicate effectively in person and on the phone.
See to read, prepare documents and reports, and view a computer monitor.
Dexterity of hands and fingers to operate a computer keyboard and standard office equipment.
Sit or stand for extended periods of time.
Reaching overhead, above the shoulders and horizontally to maintain and retrieve files.
Lifting, carrying, pushing or pulling moderately heavy computer equipment.