

SANTA CRUZ COUNTY OFFICE OF EDUCATION

WEB MASTER SUPERVISOR

DEFINITION

Develop, organize, and manage websites by performing the following duties.

SUPERVISION EXERCISED

May exercise functional and technical supervision over technical staff.

EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES

Program HTML and upload pages onto hosting servers.

Work closely with SCCOE personnel to help develop program specific content

Link sites to multiple databases to provide dynamic content.

Integrate multimedia assets and applications into the site including streaming content from satellite feeds and local productions.

Manage streaming encoders and servers.

Develop and maintain strategic plan for the main and additional sites based on management priorities, policy directions and goals.

Assess new standards, technologies and trends, and formulate strategies and plans for enhancing the site.

Maintain cross-platform and cross-browser compatibility so that the web sites are accessible from a variety of different environments.

Design “look and feel” of sites in collaboration with stakeholders.

Produce a consistent visual image on the sites by promoting uniform fonts, formatting, icons, images, layout techniques and image archives.

Manage links to ensure they remain up-to-date.

Update information in pages and databases so that content is kept current.

Troubleshoot, diagnose and repair bugs and problems.

Install and maintain web site search engine and search tags.

Review logs and report on site usage.

Provide clear documentation of site layout, features, program and technologies.

Consult with design and technical staff to plan website development.

Develop technical architecture of websites including scripting, database design, and user interface design.

Refresh website content to ensure accuracy and timeliness of information and images.

EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES (CONTINUED)

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

Integrate new technologies into website.

Answer or forward to management any website-related e-mail questions from users.

Communicate with other personnel regarding technical requirements of website and upcoming projects or events related to website.

Analyze traffic to website and recommend any necessary programming changes.

Manage transfer of files and memory allocation for website on the server.

Create automatic systems of data and content storage on website.

Provide technical support and participate in employee website training.

Collaborate with external vendors on specific design projects.

Work with information services and other internal divisions to create internal websites running on proprietary intranet.

Perform related duties as assigned.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Knowledge of:

Database development, relational database design and database protocols.

Development software and Internet software and site management experience on multiple platforms.

HTML, including style sheets, templates, complex tables, frames and image maps.

Basic composition, development, page layout, productivity and presentation package software.

Streaming technologies.

Basic understanding of Internet standards and protocols.

Skill and Ability to:

Synthesize complex or diverse information.

Collect and research data; gather and analyze information skillfully.

Use intuition and experience to complement data.

Design work flow and procedures.

Skill and Ability to (Continued):

Use feedback to modify designs; apply design principles.

Translate concepts and information into images.

Demonstrate attention to detail.

Identify and resolve problems in a timely manner; generate creative alternative solutions.

Work well in group problem solving situations.

Coordinate projects; communicate changes and progress; complete projects on time and budget; manage project team activities.

Approach others in a tactful manner; treat others with respect and consideration regardless of their status or position.

Accept responsibility for own actions; follow through on commitments; reacts well under pressure; manage competing demands.

Observe safety and security procedures.

Adapt to changes in the work environment; change approach or method to best fit the situation; deal with frequent change, delays, or unexpected events.

Follow instructions, respond to management direction.

Volunteer readily; undertake self-development activities; look for and take advantage of opportunities.

Display original thinking and creativity; meet challenges with resourcefulness; generate suggestions for improving work; develop innovative approaches and ideas.

Understand and contribute to functional requirements and translate them into technical design and development projects.

Clearly document features, technical specifications and infrastructure requirements for self-produced work and development projects.

Demonstrate fluency in interactive languages and technologies.

Program forms and implement scripts using program languages.

Research, recommend, learn and integrate new technologies as they emerge.

Read, analyze, and interpret professional journals, technical procedures; write reports and procedure manuals.

Skill and Ability to (Continued):

Effectively present information and respond to questions from groups of managers, internal and external clients and the general public.

Solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.

Interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

EDUCATION AND EXPERIENCE

Any combination equivalent to experience and training that would provide the required knowledge, skills, and abilities would be qualifying. A typical way to obtain the knowledge, skills, and abilities would be:

Education:

Associate's degree (A.A.) or equivalent from two-year college or technical school.

Experience:

May be able to substitute two years related experience or training for A.A., or demonstrate an equivalent combination of education and experience

SPECIAL REQUIREMENTS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Essential duties require the following physical skills and work environment:

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel and reach with hands and arms. The employee is occasionally required to stand; walk; stoop, kneel, crouch, or crawl and talk or hear. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, color vision, peripheral vision, depth perception and ability to adjust focus.

The noise level in the work environment is usually quiet.

FLSA Status: Exempt

Approval Date: September, 2001.