



Job Title: Web Services Support Specialist

Exemption Status/Test: Exempt

Reports to: Coordinator Web Services

Date Revised: June 2021

Dept. /School: Web Services

Primary Purpose:

Demonstrate, encourage and support best practices for effective and accessible web content through the management of webmaster and department web liaison programs and related activities.

Qualifications:

Education/Certification:

Bachelor's degree required in web design, communications or related field

Experience:

Minimum five (5) years of experience in related field
Experience with classroom teaching or technical training, preferred
Experience in web design, preferred

Special Knowledge/Skills:

Excellent communication and presentation skills with strong customer-services orientation
Clear, concise writing skills including editing and proofreading
Proficiency with HTML and content management system(s) such as Finalsite, Drupal, LiveSite or other similar applications
Expert skills with Microsoft Office, Adobe Acrobat Pro and Google applications
Proficiency with Adobe Photoshop for image editing
Knowledge of principles and methods of curriculum and training design, teaching and instruction for individuals and groups, and measurement of training effects
Knowledge of principles and processes for providing customer services, including customer needs assessment, meeting quality standards for services and evaluation of customer satisfaction
Excellent organizational, time management and follow-through skills to manage multiple projects alongside routine tasks
Ability to manage changing priorities in a fast-paced, deadline-driven environment
Highly motivated self-starter with creative problem-solving skills and the ability to learn quickly
Familiarity with CSS and WCAG 2.0 accessibility guidelines a plus

Major Responsibilities and Duties:

Instruction and Support

1. Design and develop documentation such as webmaster manual, training documents and video tutorials for our different content management systems and general web design topics.
2. Maintain webmaster support website.
3. Plan and conduct one-on-one and group training sessions, workshops and committee sessions.
4. Plan and coordinate annual Webmaster Boot Camp even based on identified webmaster needs and operational priorities.

5. Keep accurate records of staff assigned to webmaster and web liaison roles and ensure appropriate account access is maintained.
6. Provide ongoing troubleshooting and support for all department and campus content editors.
7. Demonstrate strong customer services skills to effectively and efficiently provide information, recommendations, and respond to questions from administrators and staff.
8. Assess web pages as regards to content and design and provide feedback to campus webmaster and department web liaison.
9. Manage monthly campus website competition.
10. Develop deep understanding of web accessibility guidelines and generate training materials and experiences to help content contributors apply the guidelines.
11. Evaluate the accessibility of online documents and work with content contributors to address errors.
12. Create processes for rewarding and inspiring campus webmaster and web liaison engagement and success.
13. Create flyers and graphics for use on support materials.

Website Content Maintenance

14. Assist with web content updates for district sites.
15. Work with staff at all levels to keep their content on sites updated and consistent.
16. Understand and apply web writing principles to the creation of website copy.
17. Understand and apply web design guidelines to the creation of web content.
18. Follow best practices, current trends, usability and accessibility guidelines when editing web pages.
19. Edit images for use on responsive websites.
20. Collaborate in establishing technical and design standards for our websites.

Other Responsibilities

21. Collaborate with system experts to overcome issues that affect the websites and availability.
22. Demonstrate an interest in acquiring new skills and seek professional growth through continuing education.
23. Be on call 24/7 for high priority and emergency tasks.
24. Work independently with minimal direction to plan and implement assigned individual projects.
25. Contribute expertise and time as needed to team projects, working in a collaborative manner.
26. Perform other duties as assigned by the Coordinator of Web Services.

Supervisory Responsibilities:

None.

Mental Demands/Physical Demands/Environmental Factors

Tools/Equipment Used: Standard office equipment including personal computer and peripherals

Posture: Prolonged sitting; occasional bending/stooping, pushing/pulling, and twisting

Motion: Repetitive hand motions, frequent keyboarding and use of mouse; occasional reaching

Lifting: Occasional light lifting and carrying (less than 15 pounds)

Environment: Frequent districtwide travel; occasional districtwide travel

Mental Demands: Work with frequent interruptions; maintain emotional control under stress

This document describes the general purpose and responsibilities assigned to this job and is not an exhaustive list of all responsible and duties that may be assigned or skills that may be required.