

DISTRICT SCHOOL BOARD OF PASCO COUNTY

JOB DESCRIPTION

District Website Coordinator

MINIMUM QUALIFICATIONS:

- (1) Two years of experience designing/authoring and maintaining web pages.
- (2) Two years of programming experience using internet-based applications.
- (3) One year of experience working with operating systems.
- (4) Bachelor's Degree in Education or Technology-related field from an accredited institution.

DESIRED QUALIFICATIONS:

- (1) Two years of experience as a school technology specialist.
- (2) Master's Degree in Instructional Technology, Educational Leadership, technology or other related field.

KNOWLEDGE, SKILLS AND ABILITIES:

Broad knowledge of internet architecture, infrastructure, hardware and software applications and systems; effective internet development tools and practices; graphic layout applications; configuration and management of internet servers; web system design and maintenance. Ability to analyze, design, develop and maintain district web sites and support school web sites; manage projects; effectively communicate with internal and external customers/clients; organize and complete projects in a timely manner.

REPORTS TO:

Director of Communications

JOB GOAL

To provide a system of support for the development, implementation and administration of district Internet web sites that support the district's vision statement, mission, goals and priorities. To combine effective interpersonal, organizational and communications skills with technical knowledge of internet page design, software development, architecture and hardware systems.

DISTRICT WEBSITE COORDINATOR (Continued)

PERFORMANCE RESPONSIBILITIES:

Technical/Professional Knowledge

- * (1) Develop plans, time lines and processes for completion of internet projects.
- * (2) Facilitates meetings with clients to define nature and scope of internet projects.
- * (3) Facilitates process of developing district guidelines and implementation.
- * (4) Provide training to district/school staff in areas of web authoring, maintaining and updating web sites, and other appropriate technical knowledge.
- * (5) Provide technical assistance to school technology specialists in linking school sites to internet servers.
- * (6) Provide technical assistance to District Department and School staff in the web design.
- * (7) Serve as Web Master for the District's Home Page.
- * (8) Develops a plan for identifying department resources and train (end users) to maintain, revise, and update department web sites.

DISTRICT WEB SITE COORDINATOR (Continued)

Communication

- * (9) Report to the Director of Communications on progress of projects.
- * (10) Communicates effectively with key personnel (e.g., District Graphics Specialist, Server Administrators).
- * (11) Communicate effectively orally and in writing.
- * (12) Respond to inquiries and concerns in a timely manner.

Proactive Orientation

- * (13) Demonstrate initiative in performance of assigned functions.
- * (14) Anticipate problems and design processes and procedures to address them.

Critical Thinking

- * (15) Identifying solutions for solving technical problems.
- * (16) Assist in developing the Department's Continuous Improvement Plan.

Continuous Improvement

- * (17) Set high standards and expectations for self and others.

DISTRICT WEBSITE COORDINATOR (Continued)

- * (18) Remain current with technology via relevant literature, meetings, seminars.
- * (19) Recommends improvements to methods used in web site development and maintenance.

Facilitation

- * (20) Use appropriate interpersonal styles and methods to guide individuals and groups toward task accomplishment.
- * (21) Facilitate problem-solving by individuals or groups.
- * (22) Organize, plan, and lead appropriate task groups or committees.

Managerial

- * (23) Prepare or supervise the preparation of all required reports and maintain all required records.

Constancy of Purpose

- * (24) Serve on committees, councils, and/or task forces.
- * (25) Screen Web sites to ensure support for the District's vision, mission, goals, and priorities.
- * (26) Perform other incidental tasks consistent with the goals and objectives of this position.
- * (27) Ensures consistency and uniformity in presentation of information on the web site.

Decisiveness

- * (28) Make and share decisions in a timely manner.
- * (29) Respond quickly to situations that require immediate attention.
- * (30) Able to prioritize projects and work appropriately.

PHYSICAL REQUIREMENTS:

Light Work: Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force as frequently as needed to move objects.

TERMS OF EMPLOYMENT:

Salary and benefits shall be paid consistent with the District's approved compensation plan.

Length of the work year and hours of employment shall be those established by the District.

DISTRICT WEBSITE COORDINATOR (Continued)

EVALUATION:

Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.

Job Description Supplement No. 7

*Essential Performance Responsibilities

Board Action _____
Approved 5/1/2001
Revised _____