

# **BOISE SCHOOL DISTRICT**

## **CLASS SPECIFICATION**

### **WEBMASTER**

#### **Purpose of Class**

Develops and maintains web sites for the District, including the District's public Internet, staff Intranet and the Boise Schools Education Foundation site; performs related work as required.

#### **Primary Function**

The principal functions of an employee in this class are to develop, organize, construct and perform daily maintenance on the District websites, including establishing standards of design, security and content. The work is performed independently, with project assignment, monitoring and evaluation by a Project Leader or District Administrators. The principal duties of this class are performed in a general office environment. Some travel between District facilities may be required.

#### **Essential Duties and Responsibilities (will vary by assignment)**

- Design website layout; collect, organize and edit content; create user friendly navigation; build projects from start to finish;
- Build functional HTML (Hyper Text Markup Language) and CSS (Cascading Style Sheets) files;
- In conjunction with District Administrators and Trustees, develop and enforce guidelines and procedures for publishing on the District web sites;
- Design and create custom templates for, and facilitate completion and training for ongoing maintenance of, web sites for schools, libraries and departments;
- Perform updates and revisions of web site content as needed in a timely manner;
- Collaborate with all District staff, as needed to facilitate web site creation and revision;
- Schedule and take photographs for District web sites; edit photos to efficiently enhance web content;
- Design and create graphics for use on the District web sites;
- Respond to staff and patron concerns, questions and requests;
- Facilitate ELL forms and handbooks in multiple languages to insure accurate global display of foreign language fonts on the Internet;
- Perform special projects as assigned by a Project Leader, District Administrator or Technology Administrator;
- Perform all work duties and activities in accordance with District policies, procedures, and safety practices.

#### **Other Duties and Responsibilities**

- May perform other special projects related to website development and maintenance;
- Prepare, schedule and conduct hands-on training sessions for varied user groups; produce tutorial videos and other interactive training media;
- May rotate on/off help desk;
- Performs other related duties as required.

#### **Competency Requirements:**

Knowledge of:

- Hyper Text Markup Language and Cascading Style Sheets;
- Code-generating programs such as Dreamweaver;

- Digital photography and editing;
- Current and sound web theory and practice.

Ability to:

- Design, build and maintain web pages;
- Create and manipulate photographs, images, scripts and other materials in the construction of complex HTML documents that contain graphics, forms and scripting objects;
- Understand and utilize the principles, methods, and technologies for modern website construction and management,
- Work independently to execute projects from start to finish with attention to details;
- Remain flexible with changing priorities;
- Demonstrate a good eye for content detail and visual detail;
- Maintain office, school and individual confidentiality;
- Demonstrate effective interpersonal interaction and verbal and written communication skills;
- Demonstrate creative thinking and analytical skills;

### **Acceptable Experience and Training**

- Bachelor's Degree in Business Administration or Computer Sciences is preferred, and
- Three to five (3-5) years work experience with web development and maintenance; and
- Dreamweaver and HTML Certification preferred;
- Experience in an educational institution as a teacher or staff member preferred;
- Any equivalent combination of experience and training which provides the knowledge and abilities necessary to perform as an effective and competent Information Systems Technician.

### **Essential Physical Abilities**

- Sufficient clarity of speech and hearing or other communication capabilities, with or without reasonable accommodation, which permits the employee to understand verbal instructions and to communicate effectively on the telephone and in person;
- Sufficient visual acuity, with or without reasonable accommodation, which permits the employee to comprehend written work instructions; and organize documents and materials;
- Sufficient manual dexterity, with or without reasonable accommodation, which permits the employee to operate standard office equipment, and to operate a motor vehicle;
- Sufficient personal mobility, flexibility, and balance, with or without reasonable accommodation, which permits the employee to exert up to 20 pounds of force occasionally.
- Job tasks may require, with or without reasonable accommodation, climbing, stooping, kneeling, crouching, reaching, standing, walking, lifting, fingering, grasping and repetitive motions.