



Little Rock School District

JOB DESCRIPTION

Position Title: Webmaster- Communications

Prepared Date: 01/11/2022

JOB GOAL:

To serve as the district's webmaster, who will provide applications/interfaces to, and oversight of, all commercially hosted internet-based sites and databases and the content placed on those sites by departments, schools, and employees.

TERMS OF EMPLOYMENT:

Twelve (12) month (245) days contract, Pay 805 Grade 16, plus benefit package. NOTE: Precise placement within the salary range will be determined based upon education and experience. **FLSA: Non-Exempt**

QUALIFICATIONS:

1. Bachelor's Degree in Computer Science or related field from a four-Year College or university; or related experience and/or training.
2. Evidence of a strong knowledge of XHTML, VBScript, JavaScript, ASP.Net or PHP, Transact-Sql and Coldfusion.
3. Evidence of full knowledge of accessible web design practices.
4. Evidence of standards-based web development.
5. Evidence of highly-skilled CSS, tableless web design.
6. Evidence of a strong knowledge of database and general programming concepts.
7. Strong understanding of graphical user interfaces with a focused vision of cutting-edge design.
8. Familiarity with social media and social networking tools and websites, including but not limited to Facebook and Twitter.
9. Ability to monitor websites and databases for unauthorized access and activity; ability to research and respond to security vulnerabilities and modifying website to protect from unauthorized access and activity.
10. Familiarity with streaming media (video and audio) concepts and use of websites such as YouTube and Vimeo for streaming video.
11. Familiarity with website visitor tracking, analysis and reporting; experience with Google Analytics a plus.



Little Rock School District JOB DESCRIPTION

12. Evidence of strong oral and written skills.
13. Strong organizational and interpersonal skills.

ESSENTIAL DUTIES & RESPONSIBILITIES:

The following statements of duties and responsibilities are intended to describe the general nature and level of work being performed by individuals assigned to this position. These statements are not intended to be an exhaustive list of all duties and responsibilities required of all personnel within this position.

1. Create and maintain Web applications for data collection and data display.
2. Create and maintain Transact-Sql databases.
3. Evaluate the District's needs as related to its outsourced internet sites and recommend domain hosts, domain names, broadband requirements and other technical issues related to acquisition, implementation and maintenance of internet resources.
4. Maintain a current understanding of computer technology, website technologies, social media sites and electronic publishing.
5. Ability to organize material, write copy, and proof according to AP style and format standards and to verify facts, dates and statistics with appropriate departments/schools is desirable.
6. Ability to edit video and correctly manipulate images for web. Familiarity with Adobe Photoshop, Dreamweaver, MS SQL server, and manager studio.
7. Initiate or respond to correspondence regarding material published or being considered for publication on the district websites.
8. Provide technical support to LRSD employees as needed regarding website use, website technologies and district mass notification system.
9. Prepare training agendas / materials and conduct training sessions with LRSD employees on use of existing and new website tools and technologies.
10. Daily oversight of social media and district mass notification system.
11. Design and update District internet/intranet sites at the direction of the Communications Director.
12. Provide upon request advice on appropriate content and appearance for websites whose design and construction is initiated by LRSD schools and departments.
13. Possess interpersonal and speaking skills adequate for effective communication with LRSD employees.



Little Rock School District

JOB DESCRIPTION

14. Perform other duties as assigned.

Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the incumbent will possess the abilities or aptitudes to perform each duty successfully. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

Mental Functions, Physical Requirements, and Working Conditions:

While performing the duties of this job, the employee is regularly required to sit, stand, walk, go up and down stairs, operate foot and hand controls, and use a telephone and write. Occasionally the employee must lift and/or move up to twenty (20) or more pounds. This position requires accurate perceiving of sound, near and far vision, depth perception, handling and working with educational materials and/or objects, and providing oral information. Must have the ability to work for the duration of the daily contracted time period, and to be physically present and at assigned work, with only infrequent unexcused absences, during the contract year. Additional technical skills, knowledge, and abilities may be recommended by immediate supervisor and approved by the Human Resources Director.