

## **Medina Valley ISD Job Description**

### **School Year 2016-17**

<b>Job Title:</b>	<b>District Webmaster/Social Media Specialist</b>	<b>Wage/Hour Status:</b>	<b>Nonexempt</b>
<b>Reports to:</b>	<b>Superintendent</b>	<b>Pay Grade:</b>	<b>NA</b>
<b>Dept./Division:</b>	<b>Central Office</b>	<b>Contract Days:</b>	<b>226</b>

#### **Primary Purpose:**

Be responsible for the development, design, implementation, management, support, and maintenance of the Medina Valley ISD district and campus websites. Provide leadership in choosing an effective website design, content management system, and host provider to meet the needs of all departments and campuses. Primarily responsible for the implementation of other district communication outlets such as: social media platforms, online publications and district YouTube video channel.

#### **Supervisory Responsibilities:**

None

#### **Qualifications:**

##### **Education/Certification:**

Associate in computer science, business, communications, graphic design or related field  
Bachelor's degree (preferred)

##### **Special Knowledge/Skills:**

Extensive knowledge of social media platforms, online publications and YouTube video channel  
Ability to detect, analyze, and solve technical problems  
Strong organizational, communication, and interpersonal skills  
Experience using content management systems  
Proven skills and expertise in designing of intricate websites and web application programs  
Ability to create website content and graphic designs in programs such as: Lotus Domino, Macromedia Dreamweaver, Flash, Fireworks, and Adobe Photoshop  
In depth knowledge of AJAX (Asynchronous JavaScript and XML), ActiveX or other Web-based Technologies

##### **Experience:**

Three years experience in information technology, web programming, web design, and website graphic development and maintenance (public school experience preferred)  
Schoolwires experience  
School messenger experience

#### **Major Responsibilities and Duties:**

1. Design and maintain the overall appearance and technical functions of the district internet/intranet websites using tools such as AJAX (Asynchronous JavaScript and XML), Active X or other web-based technologies.

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**Last Reviewed: May 2016**

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2. Provide leadership in evaluating and implementing an effective content management system that will serve the growing needs of all district departments and campuses.
3. Provide campus and district level support and training for web page development, video capabilities, and emerging technologies.
4. Develop and implement online forms that assist the district and campuses with registration and information gathering.
5. Manage and perform web site editorial activities including gathering and researching information that enhances the value of the sites.
6. Stay current on copyright issues, privacy and public information issues, district guidelines, etc.
7. Provide day-to-day process management and assistance for all social media platforms, website content organization, and content creation.
8. Serve as the district's chief online content editor.
9. Provide graphics design, creation and production of web based materials for operational areas by coordinating and guiding process with departments' staff.
10. Work closely with technology department to maintain websites, meet deadlines, and implement new ideas and web technologies/applications.
11. Provide input for design and coordination of publications and district videos with production consultants.
12. Consult with district and campus management to evaluate and implement tools and methods to deploy district information on district and campus websites.
13. Monitor web-related software licenses to ensure compliance while maintaining and administering all legal domains owned by the district.
14. Assist in the development, documentation, and communication of acceptable use of electronic communications policy, regulations, and standards.
15. Implement established retention schedule for messages on any electronic bulletin board and remove messages posted locally that are deemed inappropriate.
16. Comply with policies established by federal and state law, State Board of Education rule, and local board policy.
17. Perform other duties as assigned.

#### **Equipment Used:**

Personal computer, printer, calculator, fax machine, other general office equipment

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### **Mental Demands/Physical Demands/Environmental Factors:**

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

**Posture:** Frequent sitting and standing; 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 20 pounds)

**Environment:** May work prolonged or irregular hours; work inside and outside (exposure to sun, heat, cold, and inclement weather), exposure to noise; occasional districtwide and statewide travel

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

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Medina Valley ISD does not discriminate against any employee or applicant for employment because of race, color, religion, sex, national origin, age disability, military status, or on any other basis prohibited by law. Employment decisions will be made on the basis of each applicant's job qualifications, experience, and abilities. The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

**Employee Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Reviewed by:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Approved by:** \_\_\_\_\_

**Date:** \_\_\_\_\_

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