

ORANGE UNIFIED SCHOOL DISTRICT

WEB & INTERNET COMMUNICATIONS SPECIALIST

DEFINITION

Under direction, the Web and Internet Communications Specialist works with District and school sites to assist in providing the community and District employees with easily accessible information regarding schools, programs and services; develops, maintains and supports the content and design of the official District website and intranet; provides support, training, and service regarding website and other technical matters to District personnel at the District Office and at school sites, prepares and produces programs and reports including all types of electronic media, with a focus on web based media; sets up, operates and maintains web based media equipment; performs related duties and responsibilities as required or assigned.

The Web and Internet Communications Specialist, under direction from the Superintendent's Office, is responsible for the ongoing management and growth of OUSD's online presence, including social media, in alignment with core values and direction; management and execution of social media activities; implementation of public relations protocol; online publication of approved communications pieces; creation and maintenance of close collaborative relationships with administrators and staff.

DISTINGUISHING CHARACTERISTICS

This position classification operates, maintains, and inventories District web based platforms; provides web based programming maintenance; assists certificated staff in the training required in the operation of computer equipment and monitors District internet programming and presentations. The Web and Internet Communications Specialist reports to an appropriate Director level position regarding priorities and problems and also works closely with other departments and school sites.

The Web and Internet Communications Specialist also manages social media public relations endeavors and day-to-day activities; curates relevant content to reach target audiences; monitors, listens and responds to users in a "Social" way; manages design consistency (ie: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, and blog); promotes outreach that will enhance the Organization's image and position within the general public.

PHYSICAL DEMANDS AND WORKING CONDITIONS

This position classification performs work which involves the occasional lifting, pushing and/or pulling of objects which may approximate 50 pounds. Primary functions require sufficient physical ability and mobility to work in a school and office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, grasp, and twist; to operate computer equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information. Positions in this class require good hearing to test and use computer equipment and detect differences in quality of sound. Individuals in this class require vision (which may be corrected) to read small print; and require good color perception. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

ESSENTIAL DUTIES

- Coordinates with other District departments in developing, maintaining and updating the District's external and internal website
- Operates and maintains a variety of equipment, including computers, printers, web servers, and other networking equipment
- Installs and configures web servers, Internet filters, database servers, and firewalls
- Converts files between various formats, including but not limited to word processing, spreadsheet, PowerPoint, Adobe PDF, and HTML
- Prepares training materials, telephone support, and classroom training to District personnel and parents on a variety of technical issues

- Listens to audience needs and clearly translates those needs into compelling web content
- Prepares and presents clear and concise reports
- Works independently on projects
- Collaborates with other District employees and Departments as a team member
- Employs the latest HTML/CSS techniques and web design “best practices”, including website accessibility, search engine optimization and cross browser compatibility, in the development and maintenance of District and site websites
- Edits videos on a linear or non-linear editing suite
- Designs graphics for web, print and cable presentation
- Responds to District or school requests for video taping
- Executes social media activities (i.e. tweeting, sharing, engaging, liking, updating, etc.)
- Manages OUSD presence across social media channels, including, but not limited to blogs, Twitter, Facebook, LinkedIn, Google+, and YouTube.
- Maintain continuity of graphics, information, and “message” across several platforms
- Derives content for press releases and social media publishing
- Effectively communicates information and ideas in written and video format
- Maintains and updates online sites and social media presence as needed
- Identifies threats and opportunities in user generated content and current events surrounding the Organization, reports to appropriate management
- Demonstrates excellent customer service skills when responding to inquiries and requests for information or assistance (via the OUSD web form, HelpDesk, email, telephone, and/or at webmaster@orangeusd.org)
- Assists with development, production, and implementation of support materials for marketing, communications and public relations as requested
- Manages multiple projects at a time.
- Collaborates with cross-functional teams to develop strategies to maximize outreach through social media
- Shares and promotes relevant, positive, appropriate content from local media and social media affiliates (e.g. school sites, departments, government agencies, educational institutions)
- Performs related duties as assigned

QUALIFICATIONS GUIDE

Knowledge of:

- Current Internet standards, including web browsers and browser specifications
- Search engine optimization.
- Web markup or scripting languages: Including but not limited to HTML, XHTML, CSS, and JavaScript
- HTML editor: Such as Dreamweaver
- Photo Editing / Layout: Such as Photoshop, Fireworks
- Drawing: Such as Illustrator
- Page Layout: Such as QuarkXPress, InDesign
- Multimedia: Such as Flash, HTML5 Video Converter
- Other software: Such as Acrobat Pro, Crystal Reports
- Microsoft Office software: Including Excel, Word, and PowerPoint
- Standard office practices
- Safe working methods and procedures
- Journalistic “best practices”
- Social Media platforms and their respective participants (Facebook, Twitter, Google+, YouTube, etc.) and how each platform can be deployed in different scenarios
- Lyris ListServ, HTML email delivery, and related content
- Content development, creation and editing of content, and online reputation management

Ability to:

- Manage website content
- Learn new Internet and authoring technologies relevant for website development
- Exercise excellent attention to detail
- Create web materials demonstrating strong graphic design skills.
- Communicate well both verbally and in writing
- Communicate effectively and professionally both internally and externally i.e. monitor email, forward to appropriate parties and reply timely with priority to editing requests or technical support requests
- Handle multiple projects, ensuring that each is completed to the highest standard, and on time.
- Communicate and work effectively with faculty, students, and administrators
- Set and maintain records and files
- Operate high-definition video (HDV) and digital single-lens reflex (DSLR) cameras
- Demonstrate strong creative, strategic, analytical, organizational and interpersonal relations skills
- Write, edit and deliver press releases
- Develop content across web, intranet, and social channels
- Customize copy for specific platforms: print, Twitter, Google+, Facebook, etc.
- Design custom vector graphics and logos
- Proactively share information that may be of concern or interest to the staff and community (e.g. registration documents, emergency/disaster response, upcoming events)
- Assist with the development and implementation of OUSD's communications protocol and public relations activities
- Work under pressure and against deadlines when required
- Plan and schedule work effectively
- Keep supervisor informed

Training and Experience

Any combination of experience and training that would likely provide the required knowledge and skill is qualifying. A typical way to obtain the required knowledge and skills would be:

Training equivalent to an A.A. degree in the technical aspects of web design and communications and/or three years of directly related experience in web design and communications. A Bachelor's degree in Web Design, Production, Communications, Journalism, or related field is preferred. Experience with web-based content management systems, graphic design programs, and strong written language skills highly preferred.

Other Requirements

Completion of the mandated tuberculosis test and finger printing is required prior to the first day of work.

License: Some positions may require the possession of a valid California Motor Vehicle Operator's License and the use of an automobile.

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