

WEB CONTENT DEVELOPER**DEFINITION**

Under direction, develop, write, create, implement, maintain, upgrade, and manage district content for multimedia online and social media presence for instructional and administrative sites; integrate various district systems such as content management systems, web services, mass communication tools, auxiliary systems and do related work as required.

EXAMPLES OF DUTIES

Write, design and coordinate web projects across departments and school sites; conduct meetings with users and transform requirements into an effective online communication presence; establish, create, train, and review social media and online presence policies and procedures; engage with content sources, verify internal and external links, proofread and edit written and online content, evaluate web sites for strategy, readability, legibility, findability, usability, interactivity and credibility, maintain online calendars, interoperability, portability, security and scalability of content management systems and social media tools; monitor and maintain online presence based on established policies and procedures; manage user account security; evaluate third party tools and products; install and update applications; review and recommend procedures and best practices; analyze new, current and proposed systems, enhancements and modifications; generate documentation and train staff, develop flow charts, diagrams and schedules; handle public inquiries, issues and concerns via website and other social media resources; and perform related work as required.

QUALIFICATIONS**Knowledge of**

Principles and practices of effective organization, communication, writing skills and use of content management systems, website creation and languages such as HTML or XML, and social media tools, content for meta keyword and description tags, and modern web frameworks, copyright laws, fair use, correct English usage, composition, spelling, grammar and punctuation.

Ability to

Develop succinct, fact-filled written and web content, design and maintain normalized content management systems, multimedia, websites, and social media tools, and prepare policies, procedures, training and system use documentation; analyze content requirements, ability to manage and prioritize multiple projects in a fast-paced, deadline driven environment; ability to work collaboratively across multiple departments and effectively incorporate feedback; analyze system requirements and draw sound conclusions; develop concise, clear and comprehensive project plans; maintain flexible hours; perform necessary software maintenance; prepare clear, complete and concise reports, news releases, media advisories, and other communications as needed such as promoting the district's strengths/achievements; work independently; maintain and establish cooperative working relationships with a variety of stakeholders, and act as the lead person while providing guidance to content management systems, website, and social media users.

Experience

Three years' experience which has provided the applicant with the knowledge and abilities listed above.

Education

B.S. or B.A. from a four-year accredited college in English, Communications, Journalism, Technical Writing, Creative Writing, Digital Media Production and Advertising or related field.

Physical Performance Requirements

Frequent sitting, standing or walking much of the time with some bending, stooping, squatting and twisting. Lifting of office supplies and other work related materials occasionally involved. Weight of materials will vary, but generally be of less than twenty pounds.

Licenses

Possession of a valid and appropriate California Driver's License, if required.

Board Approved: 9/8/16