

## **San Jose Unified School District**

### **I Title: Web Specialist**

### **II Definition:**

Under direction of the Director, External Programs Community Development and Public Engagement, the web specialist will work with district programs and school sites to assist them in providing the community and District's employees with easily accessible information about schools, programs and services.

### **III Examples of Duties:**

The web specialist will:

Coordinate with other District departments in developing and maintaining the District's external and internal website.

Develop and maintain web pages to support District's schools.

Check Webmaster email account, forward to appropriate parties and reply timely to the requests.

### **IV. Distinguishing Characteristics**

Ability to listen to audience needs and clearly translate those needs into compelling web content.

Work independently on projects.

Collaborate as a team member.

Strong understanding of the latest HTML/CSS techniques and web design "best practice", including website accessibility, search engine optimization and cross browser compatibility.

### **V. Employment Standards**

#### **A. Knowledge of:**

Current Internet standards, including web browsers and browser specifications.

Search engine optimization.

Web markup or scripting languages: Including HTML, XHTML, CSS, Javascript.

HTML editor: Such as Macromedia Dreamweaver.

Photo Editing: Including Adobe Photoshop, Macromedia Fireworks.

Drawing: Including Macromedia Freehand, Adobe Illustrator.

Page Layout: Including QuarkXpress, Adobe InDesign.

Multimedia: Flash.

Others: Adobe Acrobat, GifBuilder, GifConverter, etc.  
Content Management System: Including Pmachine, Campusgrid, etc.  
Microsoft Office software: Including Excel, Word, PowerPoint.  
AppleWorks software.

**B. 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.

**C. Education/Training/Experience**

Bachelor in Web Design and Production preferred.  
Minimum 5 years experience in web design.  
Experience with web-based content management systems highly preferred.  
Knowledge of Spanish

Date: May 18, 2006

Range: 31A \$45,998.64 - \$55,916.64

Position Code: