NEWPORT NEWS ◆ PUBLIC SCHOOLS

Job Description

Job Title: Webmaster (Coordinator)   **Supervisor**: Director of Public Information and
Job Classification: Exempt   Community Involvement
                                                                              Pay Grade: 40
                                                                              Contract Length: 245 Days

Job Summary

Position is responsible for planning, developing, and managing the school division's Intranet and Internet web sites to effectively present the school division's message. Position uses Internet and scripting languages and creates graphical designs. Position works closely with all support departments and provides guidance, training, and assistance to school-based personnel who maintain school-specific websites. Position defines the standards for website appearance, structure and content aging. Position oversees the development of web-based applications. Position supervises and directs the work of staff members that maintain, develop, and test programs and information systems delivered via the Web. Position provides strategic direction and leadership for web-based project management, content management, processes, and software selection.

Essential Duties

1. Develops and implements a plan to meet the long-term needs for presenting the school division's message on the Internet.
2. Consults with departments to clarify and assess their web site development needs and goals. Coordinates efforts with database administrators, network infrastructure personnel, systems administrators, and helpdesk team when necessary.
3. Develops and manages web development and support procedures, tools, and documentation. This includes writing scope documents, managing source code, and developing standards and procedures for web site structure, appearance, graphics, content aging, and accessibility.
4. Develops the technical architecture of web sites including scripting, database design, and user interface design, and builds tables, frames, and forms.
5. Utilizes web-authoring tools to create web pages and programs and codes the HTML behind web pages.
6. Conceptualizes the graphical interface of the division's websites and utilizes software tools to integrate graphical concepts.
7. Ensures the integrity of all code and links.
8. Refreshes website content to ensure accuracy and timeliness of information and images.
9. Researches and writes new sections and features of the web site.
10. Supervises web team members. Responsibilities include hiring, assignment and review of work, performance evaluation, mentoring and training, and identifying opportunities for staff development. Provides response to grievances, discipline and discharge when necessary.
11. Gathers feedback from management and users regarding the division's websites and makes appropriate modifications and enhancements to attract repeat users.
12. Assists school-based web page content providers.
13. Analyzes traffic to the websites and recommends any necessary programming changes.
14. Disseminates information to school division staff regarding the division's Internet and Intranet sites.
15. Coordinates with the Technology Department to maintain backup/disaster recovery procedures.
16. Answers, or forwards to appropriate departments, any website-related e-mail questions from users.
17. Researches new tools for managing websites and integrates new technologies as appropriate.
18. Participates in development and monitoring of departmental budget.
19. Models nondiscriminatory practices in all activities.

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

Other Duties

1. Performs any other related duties as assigned by the Community Involvement Director or other appropriate administrator.

Minimum Qualifications

Bachelor's degree in computer science, information technology, graphics communication, or a related field and considerable experience with website design and maintenance; or any equivalent combination of education and experience that would provide the noted knowledge, skills, and abilities. Extensive experience with website design and maintenance may substitute for college degree. Must possess experience with, and the ability to utilize, web applications and programming languages such as HTML, XHTML, CSS, JavaScript, JQuery, Java, CGI, Perl, and APIs. Must possess experience with various software used in web development such as Adobe Creative Suite (Dreamweaver, Photoshop, etc.). Must possess an advanced working knowledge of current web technologies and programming as well as multimedia development, User Experience (UX) and User Interface (UI) design. Must have knowledge of SEO practices and search engine analytics to maximize traffic to websites. Experience with content management systems and knowledge of W3C and Section 508 compliance preferred. Must possess the ability to convert existing data to web format. Must possess the ability to produce interactive browser-enabled databases. Must possess the ability to manage several projects simultaneously. Must possess excellent creativity and graphic design skills and the ability to turn artistic concepts into functioning web pages. Must possess excellent communication, customer service, and organizational skills.

Working Conditions & Physical Requirements

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions. Must have the ability to sit for extended periods of time; exhibit manual dexterity to dial a telephone, to enter data into a computer terminal; to see and read a computer screen and printed material with or without vision aids; hear and understand speech at normal levels and on the telephone; speak in audible tones so that others may understand clearly in person and on the telephone; ability to understand and follow oral and written instructions; physical agility to lift up to 25 pounds.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Duties are normally performed in an office environment.

Supervision Exercised: Assigned Staff
Supervision Received: Director of Public Information and Community Involvement

This job description in no way states or implies that these are the only duties to be performed by this employee. The Webmaster will be required to follow any other instructions and to perform any other related duties as assigned by the Director of Public Information and Community Involvement or appropriate administrator. Newport News Public Schools reserves the right to update, revise or change this job description and related duties at any time.

Approvals:

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Supervisor   Date

I acknowledge that I have received and read this job description.

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Employee Name (Print)   Signature   Date

Revised 08/2025