

SANTA CLARA COUNTY OFFICE OF EDUCATION

CLASS TITLE: WEBMASTER

BASIC FUNCTION:

Under the direction of the Manager – Web Services and Application Development, design, write, develop, implement and maintain Internet and Portal sites of the County Office of Education; locate and identify resources for the educational community and serve as a website resource to SCCOE, school site and district office personnel and other customers; develop and maintain websites and portals that leverage the capabilities of web browsers and a range of desktop and mobile devices.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

Design, write, develop, implement and maintain web sites and portals of the Santa Clara County Office of Education; establish, develop and maintain websites in support of COE Branches, departments and programs; determine proper artistic and visual layout for web sites and portals to maximize effectiveness and meet technology strategies, goals and objectives; assure compliance with established guidelines.

Develop and maintain websites and portals that leverage the capabilities of browsers and a range of desktop and mobile devices, using ASP.Net, Microsoft SharePoint, MS Expression Web, Photoshop, DreamWeaver, Core FTP and Content Management Systems; monitor the performance and capacity of web-based systems; analyze website statistics and generate usage reports on a regular basis, using findings to refine and improve website performance.

Create, develop and maintain on-line databases, on-line applications, forms and utilities using PHP, HTML, CSS, MySQL, Java, JSP, Javascript, and Ajax.

Create user accounts and trial accounts; assist school, district staff and customers in purchasing subscriptions for educational web sites; contact vendors, receive quotes and facilitate the billing process and other technical or related issues.

Write original text and create original graphics for websites; update web information and appropriate links on the County Office website; remain current with related resources and search engines.

Convert submitted materials to web-based documents; monitor the day-to-day operation of the web site, including web addresses, domain services and the transfer, testing and updating of web-based material.

OTHER DUTIES:

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Principles, practices and procedures of website design and implementation.

Graphics design, editing, page layout, video encoding, multimedia content, HTML, CSS, scripting, database design and programming languages and software used in web page development.

Website programming languages, utilities and applications used within the organization.

Practices, procedures, resources and applications used for web applications.

Principles and techniques of computer programming.

Policies and objectives of assigned programs and activities.

Oral and written communication skills.

Correct English usage, grammar, spelling, punctuation and vocabulary.

Interpersonal skills using tact, patience and courtesy.

Operation of multi-platform computers and related software.

Record-keeping techniques.

Basic mathematics.

ABILITY TO:

Establish, develop and maintain websites in support of designated advertising and promotional functions.

Design and assure functionality of links.

Apply principles and techniques of computer programming and data structuring to specific problems or requests.

Demonstrate proficiency in designated computer programming languages.

Compose, review, proofread and edit website script and copy.

Analyze and review customer requirements.

Design and implement a variety of website features and applications.

Establish and maintain cooperative and effective working relationships with others.

Evaluate tools and technology trends.

Meet schedules and time lines.

Communicate effectively both orally and in writing.

Operate multi-platform computers and devices and a variety of specialized software used in web design and management.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: college-level coursework in Internet and web design/development and two years of experience developing and maintaining a website working with HTML, Macintosh and Windows operating systems, online text based on graphical interfaces, computer graphic and network hardware and software, and INTERNET protocols.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

WORKING CONDITIONS:

ENVIRONMENT:

Office environment.

PHYSICAL DEMANDS:

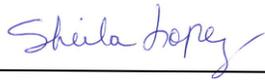
Dexterity of hands and fingers to operate a computer keyboard.

Seeing to read a variety of materials.

Sitting for extended periods of time.

Hearing and speaking to exchange information.

Personnel Commission Approval: January 8, 2014



Sheila Lopez
Director-Classified Personnel Services

January 8, 2014

Date