

EAST RUTHERFORD BOARD OF EDUCATION

Job Description

WEBMASTER

TITLE:

QUALIFICATIONS:

1. B.A. or B.S. degree with substantial coursework (12+ credits) in computer technology, programming, networked electronic communication, or related field.
2. Minimum technical experience as determined by the board, appropriate to the hardware and software used by the district.
3. Demonstrated technical knowledge of the hardware and software necessary to operate and maintain a website for an educational organization, with specific knowledge of the hardware and software used by the district.
4. Required criminal history background check and proof of U.S. citizenship or legal resident alien status
5. Strong communication and interpersonal skills.

REPORTS TO:

Superintendent/ Technology Director

SUPERVISES:

The district's electronic network for interfacing with the public.

JOB GOAL:

To administer the upkeep of the web site, making necessary updates, verifying HTML validity and ensuring that all links stay active in order to link the district to parents, students, and other electronic visitors.

PERFORMANCE RESPONSIBILITIES:

1. Adds timely information to the district's web site in order to provide information about the district to students, parents, other district residents and the news media. Participates in review of electronic communications with parents, staff, other agencies, and the community.
2. Troubleshoots and repairs bugs and problems. Ensures that images are delivered to the viewer at sufficiently high speed and quality.
3. Sets objectives for the district's web-based information program and plans an annual budget in consultation with school administrators. Works closely and cooperatively with other persons having public information functions. Creates new ways to serve internet-

users.

4. Supervises and coordinates the preparation and timely electronic posting of all school district publications and news releases. Creates image links and ensures that content is current. Provides parents, students and district residents with electronic access to the annual district "report card" from NJ Department of Education.
5. Devises a web request procedure/regulation that allows for regular and expedited requests and includes evaluation criteria of requested web submissions.
6. Monitors use of the web site and responds to web inquiries and requests for public information about the district's policies and programs. Monitors web site traffic and tabulates web usage statistics. Provides periodic statistical reports to the superintendent and school board.
7. Assists the superintendent in interpreting public opinion about education issues and the school system and in developing policies that promote good electronic delivery of public information.
8. Develops and maintains a listing of resources for adding content to the district's web site in order to maintain good community relations.
9. Creates and conducts staff training programs. Attends meeting and training sessions, and develops documents and tools for demonstrations on electronic resources, as assigned. Speaks at educational classes and at public meetings on matters related to the district's programs and policies, as requested by the superintendent.
10. Uses the district web site to encourage community involvement in the schools. Designs, modifies, installs and supports district-wide computer network.
11. Edits web content, optimizes web navigation, enforces style consistency, and adds new information to benefit visitors. Communicates effectively orally and in written form. Exhibits excellent grammar, punctuation, spelling and proof-reading skills. Routinely demonstrates the ability to accomplish multiple priorities while adhering to deadlines.
12. Works flexible hours and coordinates with staff to provide timely information on a regular basis and also in emergency situations.
13. Performs other related duties as may be assigned.

**TERMS OF
EMPLOYMENT:**

Salary and work year to be determined by the board.

EVALUATION:

Performance of this job will be evaluated annually in accordance with state law and the provisions of the board's policy on evaluation of noncertified staff.

APPROVED BY: Board of Education

DATE: 2/23/12

Legal References:

| | |
|---------------------------------|--|
| <u>N.J.S.A. 2A:38A4 et seq.</u> | Computer System |
| <u>N.J.S.A. 2C:20-25</u> | Computer Related Theft |
| <u>N.J.S.A. 18A:6-7.1</u> | Criminal history record |
| <u>N.J.S.A. 18A:7A-11</u> | Annual report of local school district; contents; annual report of commissioner; report of improvement of basic skills |
| <u>N.J.S.A. 18A:16-1</u> | Officers and employees |
| <u>N.J.S.A. 18A:36-35</u> | School Internet websites; disclosure of certain student information prohibited |
| <u>N.J.A.C. 6A:30</u> | Evaluation of the performance of school districts |
| 17 U.S.C. 101 | United States Copyright Law |
| 47 U.S.C. 254(h) | Children's Internet Protection Act |

Immigration Reform and Control Act of 1986, 8 U.S.C.A. 1100 et seq.

Manual for the Evaluation of Local School Districts

No Child Left Behind Act of 2001, P.L. 107-110, 20 U.S.C.A. 6301 et seq.

Policy Cross References:

- *1111 District publications
- *3514 Equipment
- *3570 District records and reports
- *5114 Suspension and expulsion
- *5124 Reporting to parents/guardians
- *5131 Conduct/discipline
- *51315 Vandalism/violence
- *5142 Student safety
- *6142.10 Technology
- *6144 Controversial issues
- *6145.3 Publications

*Indicates policy is included in the Critical Policy Reference Manual.