

SCHOOL DISTRICT OF FLAGLER COUNTY

JOB DESCRIPTION

WEBSITE CONTENT MANAGER

QUALIFICATIONS:

- (1) Bachelor's degree in English, Journalism or Technical Writing or five years of work experience in related field.
- (1) Three (3) years experience managing content and production for high traffic websites
- (2) Satisfactory criminal background check and drug screening.

KNOWLEDGE, SKILLS AND ABILITIES:

Advanced knowledge of HTML and experience with popular content management systems (Drupal, Convio, Kintera, etc.) Knowledge of document conversion. Knowledge of illustration, graphics, digital photography and multimedia. Knowledge of basic Adobe Photoshop skills. Ability to communicate orally and in writing. Ability to plan, organize and establish priorities related to assignment. Ability to carry out job responsibilities and handle sensitive information in a confidential manner. Ability to work independently and make decisions with minimum supervision. Ability to handle multiple tasks in a professional and courteous manner. Ability to answer a telephone in a professional and courteous manner. Ability to work cooperatively with others.

REPORTS TO:

Executive Director of Instructional and Operational Innovation

JOB GOAL

Responsible for developing the voice for all aspects of the Flagler County Schools online presence, including writing, editing, and proofreading site content.

SUPERVISES:

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PERFORMANCE RESPONSIBILITIES:

Service Delivery

- *(1) Create, develop and manage content for organization's web presence (requires working with content management software).
- *(2) Produce and maintain web pages and content for the school district.
- *(3) Assist individual schools and departments with web content development.
- *(4) Maintain a consistent look and feel throughout all web properties.
- *(5) Copyedit and proofread all web content.
- *(6) Monitor the usage of the district's web pages and maintain relevant resource links that enhance the district's web pages.
- *(7) Develop appropriate web pages to fulfill high demand information requirements of departments.
- *(8) Design web-based forms for data collection via the district's web pages.
- *(9) Work with a cross-departmental team to maintain and develop the master content calendar for all web properties.
- *(10) Demonstrate initiative in the performance of assigned responsibilities.
- *(11) Responsible for crafting site promotions, email newsletters, and online outreach campaigns
- *(12) Assure web-based information is archived for future needs and reference

WEBSITE CONTENT MANAGER (Continued)

Employee Qualities/Responsibilities

- *(13) Meet and deal effectively with staff members using tact and good judgment.
- *(14) Follow attendance, punctuality and other qualities of an appropriate work ethic.
- *(15) Ensure adherence to good safety standards.
- *(16) Maintain confidentiality regarding school/workplace matters.
- *(17) Model and maintain high ethical standards.
- *(18) Maintain expertise in assigned area to fulfill position goals and objectives.
- *(19) Participate successfully in the training programs offered to increase skill and proficiency related to assignment.

Inter/Intra-Agency Communication and Delivery

- *(20) Exercise service orientation when working with others.
- *(21) Keep supervisor informed of potential problems or unusual events.
- *(22) Use effective, positive interpersonal communication skills.
- *(23) Respond to inquiries and concerns in a timely manner.
- *(24) Serve on school/district committees as required or appropriate.

System Support

- *(25) Exhibit interpersonal skills to work as an effective team member.
- *(26) Follow federal and state laws as well as School Board policies, rules and regulations.
- *(27) Demonstrate support for the school district and its goals and priorities.
- *(28) Demonstrate initiative in identifying potential problems or opportunities for improvement.
- *(29) Prepare or assist in the preparation of all required reports and maintain all appropriate records.
- *(30) Participate in cross-training activities as required.
- (31) Perform other tasks consistent with the goals and objectives of this position.
- *(32) Support the Instructional & Operational Innovation pillar of the district Strategic Framework.

*Essential Performance Responsibilities

PHYSICAL REQUIREMENTS:

Light Work: Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force as frequently as needed to move objects.

TERMS OF EMPLOYMENT:

Salary and benefits shall be paid consistent with the district's approved compensation plan.
Length of the work year and hours of employment shall be those established by the district.

EVALUATION:

Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.

Job Description Supplement 11

Flagler Schools Strategic Framework – Instructional & Operational Innovation