

Union Public Schools Job Description

Position Title: Web and Communications Specialist
Department: Communications
Reports To: Executive Director of Communications

FLSA Designation: Exempt

SUMMARY: Maintain the District website and communications through the supervision of the Executive Director of Communications.

ESSENTIAL DUTIES AND RESPONSIBILITIES: *Other duties may be assigned.*

- Monitors, maintains, improves and updates the performance of existing District website.
- Develops, designs and publishes the “Communicator”.
- Maintains communications via the web, photography and reporting, keeping the community, internal and external, abreast of District changes/updates/news.
- Captures photographic images designed to motivate staff and the community in a positive environment.
- Maintains and provides constant security to the District’s website.
- Maintains the “firewall” that protects the District’s files.
- Monitors traffic on District website.
- Works with various software applications, entering and retrieving data as needed.
- Works well with both supervisors and other members of the team.
- Supervises the equivalent of two or more full-time employees.
- Maintains consistent and punctual attendance.
- Performs other duties assigned by supervisor or administrator.

SUPERVISORY RESPONSIBILITIES: Supervises the equivalent of two full-time employees.

QUALIFICATION REQUIREMENTS: *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, physical stamina, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

EDUCATION and/or EXPERIENCE: Bachelor’s degree in computer science, mathematics, engineering, communication or related field.

CERTIFICATE, LICENSES, REGISTRATIONS: None.

LANGUAGE SKILLS: Ability to read, analyze and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and responds to questions from groups of managers, departments, clients, customers, and the general public.

MATHEMATICAL SKILLS: Ability to work with basic mathematical concepts and ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations. Ability to apply concepts of basic algebra and geometry.

REASONING ABILITY: Ability to apply common sense understanding to carry out instructions furnished in written, oral or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

OTHER SKILLS and ABILITIES: Knowledge of computer software programs and operating systems such as Windows or Macintosh. Experience with HTML, HTTP, and XML. Ability to operate personal computers for long periods of time. Ability to operate video camera and still camera. Use of arms and hands for finger dexterity for typing is a necessary skill. Ability to speak clearly and concisely both in oral and written communication. Ability to perform duties with awareness of all District requirements and Board of Education policies.

PHYSICAL DEMANDS: *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 accommodations may be made to enable individuals with disabilities to perform the essential functions.*

While performing the duties of this job, the employee is regularly required to sit. The employee is occasionally required to walk; use hands to finger, handle or feel objects, tools or controls; reach with hands or arms; talk or hear. The employee regularly types for long periods of time. Specific vision abilities required by this job include close vision and the ability to adjust focus. The employee is regularly required to meet deadlines with severe time constraints and occasionally interact with the public and staff in addition to meeting multiple deadlines with severe time constraints and occasionally interact with the public and staff in addition to meeting multiple demands from several people.

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.*

The noise level in the work environment is usually moderate, although it can vary depending on daily activity. The employee will work near or with electronic equipment.