

RUMSON SCHOOL DISTRICT
Rumson, New Jersey

TITLE: WEBMASTER

QUALIFICATIONS:

1. Strong communication and interpersonal skills.
2. Computer literacy.
3. Ability to follow up, good with details, ability to deal with many issues concurrently.

REPORTS TO: Superintendent

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

JOB GOAL: To administer the upkeep of the website, 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:

Website

1. Adds timely information to the district's website in order to provide information about the district to students, parents, other district residents and the news media.
2. 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.
3. Coordinates regular and expedited web requests and gets approval of requested web submissions.
4. Monitors use of the website and responds to web inquiries and requests for public information about the district's policies and programs. Monitors website traffic and tabulates web usage statistics. Provides periodic statistical reports to the superintendent.
5. Assists the superintendent in developing policies that promote good electronic delivery of public information.
6. Develops and maintains a listing of resources for adding content to the district's website in order to maintain good community relations.
7. Uses the district website to encourage community involvement in the schools.
8. 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.

Training and interaction with staff

1. Adds timely information to the district's website in order to provide information about the district to students, parents, other district residents and the news media.
2. Supervisors 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.
3. Coordinates web requests and gets approval of requested web submissions.
4. Monitors use of the website and responds to web inquiries and requests for public information about the district's policies and programs. Monitors website traffic and tabulates web usage statistics. Provides periodic statistical reports to the superintendent.
5. Assists the superintendent in developing policies that promote good electronic delivery of public information.
6. Develops and maintains a listing of resources for adding content to the district's website in order to maintain good community relations.
7. Uses the district website to encourage community involvement in the schools.
8. 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.

RUMSON SCHOOL DISTRICT
Rumson, New Jersey

WEBMASTER (continued)

Training and interaction with staff

1. Coordinates staff training programs. Attends meeting and training sessions, and develops documents and tools for demonstrations on electronic resources, as assigned.
2. Works flexible hours and coordinates with staff to provide timely information on a regular basis and also in emergency situations.

Other

1. Performs other related duties as may be assigned.

TERMS OF

EMPLOYMENT: Salary and work year to be determined by the CBA.

ANNUAL EVALUATION Performance of this job will be evaluated annually in accordance with New Jersey State law and the provisions of the board's policy on evaluation.

Approved: May 24, 2017

LEGAL REFERENCES:

<u>N.J.S.A. 2A:38A-1 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.S.A. 6A:30</u>	Evaluation of the performance of school districts
17 <u>U.S.C.</u> 101	United States Copyright Law
47 <u>U.S.C.</u> 254(h)	Children's Internet Protection Act

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

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