

Magnolia School District

TECHNOLOGY AND INFORMATION SPECIALIST

DEFINITION

Under the direction of the Assistant Superintendent of Educational Services, coordinates communications to include digital and print communications in close collaboration with other District staff; implements the overall strategic objectives for content and design of the official District and school websites; covers District and school events including official photography, video production, and graphic designs; manages and monitors social media; and provides support within the Educational Services and Technology departments.

ESSENTIAL FUNCTIONS

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the class.

- Manages District website;
- Maintains the appearance and functionality of school websites;
- Works with website development partners and outside vendors as needed to modify and update content and develop new features;
- Ensures ease of website navigation;
- Repairs any broken links and fixes any reported bugs;
- Contributes to discussions on ways to improve functionality and usability;
- Responds to user comments and queries in a timely manner;
- Maintains and updates web content in collaboration with the Superintendent's office and contributors from other District divisions, departments, and sites;
- Serves as the main point of contact for District website and provides training for District and school site content providers as needed;
- Produces communications to promote, inform, and publicize District information and events;
- Manages media relations and works directly with press for coverage and publicity of district information and events;
- Monitors and analyzes website and social media traffic and prepares statistical reports accordingly;
- Develops and maintains social media accounts as aligned with District goals and objectives to deliver relevant, accurate, and timely information as directed by Superintendent and Executive Cabinet;
- Monitors and reports student inappropriate use of technology and the Internet to District staff, teacher, and principal;
- Collaborates with technology infrastructure team to block and unblock sites as needed for proper daily use of the Internet for teachers and students;
- Assists with maintenance of other digital user accounts for students and staff;
- Establishes and maintains inventory of classroom technological devices;
- Attends and participates in current professional development related to technology and instructional support;
- Meets with District department teams regularly to discuss current and future needs related to digital content and instructional technology;
- Performs other related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

- Related computer hardware, software and web design applications;
- Editing, publishing, and modifying web content design practices and procedures;
- Advanced knowledge of photography and video editing programs;
- Infographic construction and related design tools;
- Common social media applications such as Facebook, Twitter, Google+ and Instagram;
- Google apps;
- Structures for computer use including operating systems, Internet access, and related computer software;
- Web filter tools and monitoring procedures;
- Strategies to repair broken links to web content;
- Accurate use of English grammar, spelling, punctuation, and word usage;
- Local media and public information outlets.

Ability to:

- Learn, adapt, and become proficient in new technology;
- Generate creative new ideas and designs to maintain cutting edge website, social media presence, and print communications;
- Work collaboratively and/or independently with little direction while exercising good judgment;
- Read, comprehend, interpret, and apply specific rules, policies and procedures of related technical program information;
- Establish and maintain respectful and cooperative working relationships with District department staff, local media outlets, and community partners;
- Meet schedules and deadlines;
- Communicate effectively both orally and in writing.

Education:

- Graduation from high school or GED.
- One year of college-level coursework in marketing, advertising, graphic design, web design or related field.
- Bachelor's Degree Preferred.

Experience:

- Two years of related experience.

Licenses/Certificates/Special Requirements:

- A valid Class C California driver's license.

WORKING ENVIRONMENT

While performing the duties of this job, the employee works in a school and/or classroom as needed. The employee's primary responsibility is working with students and staff during the school day. This position may involve frequent interruptions and direct contact with staff, students and the public; a high volume of responsibilities that may require working without direct and/or constant supervision; and working in a school environment where the noise level is usually moderate.

PHYSICAL AND MENTAL REQUIREMENTS

The physical and mental requirements indicated below are examples of the physical aspects that this position classification must perform in carrying out essential job functions.

- While performing the duties of this job, the employee is regularly required to use hands to finger, handle, feel or operate objects, tools, or controls and reach with hands and arms.
- The employee is required to frequently sit and occasionally walk and stand to access work areas and files;
- Stoop, kneel, or crouch to access or place records or files;
- Lift and carry records and documents, typically weighing less than 20 pounds;
- Specific vision abilities required by this job include close vision and the ability to adjust focus.
- While performing the duties of this class, the employee must be able to use written and oral communication skills;
- Read and interpret data, information and documents;
- Interpret policies and procedures; use math and mathematical reasoning;
- Learn and apply new information or new skills;
- Work under deadlines with constant interruptions; and interact with District staff, managers, instructors, vendors, and other organizations and the public; occasionally required to deal with staff in conflict situations.

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential responsibilities and functions of the job and are not meant to be all inclusive. Reasonable accommodation may be made to enable a person with a disability to perform the essential functions of the job.

Range: 63M

Created: 02/2019

Board Approved: 03/2019

EQUAL OPPORTUNITY EMPLOYER
