

**CANUTILLO INDEPENDENT SCHOOL DISTRICT
JOB DESCRIPTION**

Job Title: Webmaster/Graphic Artist

Wage/Hour Status:

Reports to: Public Information Officer

Pay Grade:

Dept. /School: Superintendent Office

Date Revised: November 1, 2012

Primary Purpose:

Responsible for designing, developing, implementing and managing day-to-day maintenance and operation of the CISD web and social media websites. Assure that all websites comply with appropriate policies, guidelines and standards. Supports web functions, monitors web activities and incorporates new technologies into the website. Conceptualize and design digital and printed publications and branding for the District.

Qualifications:

Education/Certification:

- Associate's degree in computer information systems, web design, business or other related field
- Course work or other formal training in art, graphic design or visual interface design

Special Knowledge/Skills:

- In depth knowledge of HTML, JAVA, JAVA Script, PERL, Active X or other Web-based technologies
- Extensive knowledge of Internet infrastructure and practices
- Ability to detect, analyze, and solve technical problems
- Extensive knowledge of graphic-design software programs such as Adobe Photoshop and Indesign
- Strong organizational, communication, and interpersonal skills
- Must have the ability to understand, read, and speak English

Experience/Eligibility:

- Three years related information technology experience
- Three years graphic design experience
- Must be eligible for employment in the United States

Major Responsibilities and Duties:

Web Administration

1. Design and maintain district Web site and Intranet using tools such as HTML, JAVA, JAVA Script, PERL, ActiveX or other Web-based technologies.
2. Develop Web site infrastructure and ensure technical performance.
3. Determine standards and style for web design capabilities to ensure a high level of design and coding efficiency consistent with current standards and trends.

The Canutillo Independent School District does not discriminate on the basis of race, color, national origin, gender, age or disability in its employment practices, or in providing education services, activities and programs, including technical education programs. For more information regarding the Canutillo Independent School District policy of non-discrimination contact: Executive Director for Human Resources, (915) 877-7423, 7965 Artcraft Rd., El Paso, TX 79932.

El Distrito Escolar Independiente de Canutillo no discrimina en cuanto a raza, color, origen, género, edad o discapacidad en lo que se refiere a sus prácticas de empleo, o al proveer servicios, actividades y programas educativos y vocacionales. Para mayor información respecto a la política de no discriminación del Distrito Escolar Independiente de Canutillo, favor de contactar a: Director Ejecutivo de Recursos Humanos, (915) 877-7423, 7965 Artcraft Rd., El Paso, TX 79932.

4. Consult with management to evaluate and implement tools and methods to deploy district information on the Internet and Intranet.
5. Monitor Web-related software licenses to ensure compliance.
6. Maintain and administer all legal domains owned by the district.
7. Assist in the development, documentation, and communication of acceptable use of electronic communications policy, regulations, and standards.
8. Monitor all system activities including Internet use to ensure proper use.
9. May train staff in the use of the Internet, Intranet, or related technology.

Graphic Arts

10. Design and conceptualize newsletters, brochures, posters and other publications for public consumption.
11. Aid in the branding efforts of District and Campus events, including logos, seals and other marketing materials.

Security

12. Implement established retention schedule for messages on any electronic bulletin board and remove messages posted locally that are deemed inappropriate.
13. Ensure data integrity and security through appropriate protection from intruders, viruses and other potentially harmful Web-related technologies.

Other

14. Compile, maintain, and file all physical and computerized reports, records, and other documents required.
15. Comply with policies established by federal and state law, State Board of Education rule, and local Board policy.
16. Perform other duties necessary for the effective operation of the Public Information Office.

Supervisory Responsibilities: None

Equipment Used: Personal computers, servers, hand-held devices and peripherals.

Working Conditions:

Mental Demands/Physical Demands/Environmental Factors:

Repetitive hand motions and prolonged use of computer. Prolonged or unusual work hours.

Evaluation:

Performance of this job will be evaluated in accordance with provisions of board policy.

The above statements are intended to describe the general purpose and responsibilities assigned to this job and are not intended to represent an exhaustive list of all responsibilities, duties, and skills required.

I HAVE READ AND UNDERSTAND THIS JOB DESCRIPTION. I ALSO UNDERSTAND THAT MY PERFORMANCE EVALUATION WILL BE BASED ON THESE DUTIES AND RESPONSIBILITIES.

Employee Signature

Date

Print Name

Reviewed by

Date

Administrative Approval

Date