

**Killeen Independent School District
Job Description**

Job Title: Website Coordinator
Reports To: Chief Communications and Marketing Officer
FLSA Status: Exempt

SUMMARY

Manages and updates all district website content and messaging to promote positive district image. Coordinates the creation of content in order to effectively promotes the district and its initiatives. Works with website developer to assist with online marketing.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

Designs, researches, writes or edits new sections of features and functions of the KISD website to promote a positive image of the KISD and its implementation of the web presence.

Creates content that follows the language of the website and will gather content, creates the graphics/web banners, creates a webpage and inner image banner to be linked to the graphic/web banner when needed.

Meets with staff to develop specific plans for their web marketing needs (Job Fairs, Online Ticket Sales, Financial Transparency Page, etc.).

Researches and reviews information for the best layout/placement of information on main administration webpages to best serve KISD stakeholders.

Maintains and updates main administration pages (School Board, Superintendent, Events, organizational chart webpage, etc.).

Trouble-shoots the web site and check remote links periodically.

Provides consultation to staff concerning options available to them in the marketing of their events.

Coordinates with the website development and internet marketing vendor.

Trains campus-based personnel concerning how to obtain publicity for events and working with the news media according to district procedures.

Serves as a back-up to prepare news releases about district, schools, and Board activities for the news media.

Provides support to departments to ensure their online documents are compliant with the district's translation procedure.

Updates posted publications according to the publications calendar.

Creates graphics, format photos, ensure ADA compliancy.

Reviews documents for accuracy and ADA compliancy.

Creates social media content and banners for district Social Media platforms.

Engages with our Social Media community and monitor comments, tone and language.

Assists with Media Inquiries and Social Media Investigative Inquiries.

Searches for potentially hazardous/harmful threats to our district, students and staff.

Perform other duties as assigned.

SUPERVISORY RESPONSIBILITIES

This job has no supervisory responsibilities.

QUALIFICATIONS

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, and/or ability required.

EDUCATION and/or EXPERIENCE

Bachelor's Degree required; one-year experience in the area of web page development and/or maintenance, and web server technology.

LANGUAGE SKILLS

Ability to read, analyze, and interpret general technical periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, correspondence, and procedure manuals. Ability to effectively present information and respond to questions from administrators, staff, teachers, and the general public.

MATHEMATICAL SKILLS

Ability to work with mathematical concepts such as probability and statistical inference, and fundamentals of plan and solid geometry and trigonometry. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

REASONING ABILITY

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

OTHER SKILLS AND ABILITIES

Ability to use peripheral devices, high level language programming concepts, data management software, and application development tools. Ability to understand Board Policies and Administrative procedures.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is frequently required to stand, kneel, squat, bend, stoop, push, pull, and twist. The employee must occasionally lift or carry (less than 15 pounds). Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus. Requires considerable close up work with computer video displays.

WORK ENVIRONMENT

While performing the duties of this job, the work environment characteristic described here are representative of those an employee encounters while performing the essential functions of this job. Occasional district-wide travel to multiple campuses as assigned. The noise level in the work environment is usually quite/moderate.

Date: January 7, 2020

The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities, duties, and skills that may be required.