

OXNARD UNION HIGH SCHOOL DISTRICT

CLASS TITLE: WEB AND MULTIMEDIA COORDINATOR

DEFINITION: Under the supervision, of the Director Information Technology Services, responsible for planning, organizing, implementing and maintaining the web services for the district.

STATEMENT OF TYPICAL DUTIES:

- a. Develops the design and visual content of web pages, websites, HTML e-newsletters, brochures, posters and other marketing and information materials. Develops and designs project assignments.
- b. Conceptualizes and designs web pages, e-newsletters and other communications materials. Understands and applies the concepts of Web Best Practices, User Interface Usability and Information Architecture. Sketches, creates, and designs new web template.
- c. Creates Web pages and middleware applications using scripting languages as needed for delivery to Web browsers, including delivery to handheld devices.
- d. Design and create interactive materials such as CD/DVD's; actively collaborates with various school web masters and staff, to develop recommendations for web-related services; serves as a technical resource to faculty and staff on web development.
- e. Facilitates development and adoption of web page design and technical standards in compliance with W3C Guidelines and the Rehabilitation Act 508 section 1194.2.
- f. Provides site content updates and maintenance of web sites; ensures that website development adheres to District standards and policies.
- g. Performs others duties as assigned.

KNOWLEDGE & ABILITIES:

Knowledge of:

- Working knowledge of the principles of artistic and graphic design and illustration including the ability to design, layout and prepare finished artwork to develop a visual product; advanced knowledge of design programs such as Adobe Creative Suite (InDesign, Illustrator, PhotoShop) and working knowledge of other design programs, and ability to effectively use them to create visual material; general knowledge of the principles of print design, typeface, color, layout, and production techniques.
- Working knowledge of the use of color, tone, shading, harmony, and perspective drawing; general knowledge of systems, techniques, and processes used in web design, photography, printmaking, and other applicable media; demonstrated understanding of various communication vehicles and methods; basic knowledge of copyright laws, especially relating to creative properties.
- Working knowledge of adaptation of photography and other graphics to specific print and digital media.

- General knowledge of programming and testing methods and techniques for web development using HTML, DHTML, XML, CSS, and/or Java/Java Script.
- Thorough knowledge of PC/Mac-based web browsers and related tools such as Adobe Dreamweaver and Contribute.
- Proficiency using InDesign, Photoshop, Illustrator, Dreamweaver, Acrobat, content management systems, and scanning software. Proficiency using Flash, MS Word, PowerPoint, and Freehand. Abilities in fine art, photography, 3-D rendering, digital illustration, copyediting and proofing, and troubleshooting desktop publishing equipment.
- Speak, read, and write in Spanish.

Ability to:

- Understand functional and procedural requirements; design user-friendly interfaces; relate solutions to management, technical staff, and users; communicate effectively both orally and in writing; establish and maintain effective working relationships with others; and prepare programming and user documentation.
- Create timelines, identify resources, and follow a project through to completion, meeting the established timelines when working on projects with competing deadlines; be innovative and open to novel ideas and approaches.
- Demonstrate flexibility and the ability to work in a changing work environment; think clearly and stay focused under pressure; accept criticism and feed back; possess exceptional organizational skills, as well as time and project management skills; demonstrate excellent communications and interpersonal skills; the ability to maintain a productive and cooperative working relationship with a wide variety of campus and public contacts.

EDUCATION & EXPERIENCE:

- Bachelor's degree in computer science, information systems, arts, or related fields. Two years related experience may be substituted for the required education for up to two years.
- Equivalent to three years of full-time progressively responsible professional experience with either Windows or Macintosh operating systems creating web content, web graphics, and multimedia; site maintenance and updates; and website development.
- Experience with marketing and publications operations in a university or nonprofit setting, commercial print operations, and website design and maintenance.

PHYSICAL CHARACTERISTICS:

Must be able to bend, stoop, reach, lift and stand for prolonged periods; see to read fine print; depth perception to file; use hands and fingers to operate office equipment; speak clearly; and hear well enough to communicate effectively in person and on the telephone to be able to perform all tasks.

WORKING CONDITIONS:

Data Processing Center environment.

Approved: 10-18-06