

BRANCHBURG TOWNSHIP PUBLIC SCHOOLS
Branchburg, New Jersey

Job Description
District Webmaster

TITLE:

DISTRICT WEBMASTER

QUALIFICATIONS:

1. Proficiency with Desktop publishing technologies.
2. Accuracy and attention to detail, including the ability to take ownership of tasks and see them through to a high standard.
3. Strong interpersonal and communications skills.
4. Excellent writing skills, with the ability to adapt style to convey the relevant messages accurately and effectively.
5. A high degree of organizational ability; working with numerous schools and offices, there is a need to be versatile, to be good at working under pressure, to accurately prioritize tasks, and to be able to cope with competing and changing demands and deadlines.
6. An understanding of social media and the need to use this effectively with appropriate standards of style.
7. Possess a superior work ethic.

PRIMARY FUNCTIONS:

- The Webmaster is responsible for the timely sharing of school and community information through the District schools' websites, email communication and print media.

REPORTS TO:

Superintendent of Schools

MAJOR DUTIES AND RESPONSIBILITIES:

Website Management and Online Media

- Maintain, review and update the district's website with clear, engaging and accessible material that is consistent across the three schools.
- Maintain the individual school website and assure that mandatory information is posted and updated.
- Effectively use social media as a means of communication.
- Help prepare (compile, review, proof read) and issue the weekly electronic newsletters (bulletins) and other pertinent information to relevant parties.
- Post any legally required notices and information as instructed by the Business Administrator, the BOE office and the Technology Department to the District homepage.
- Assure that the agendas, minutes, and all public information is promptly posted on the District website and BOE agenda section of the website.
- Keep BOE member contact information accurate and up to date.

- Post policies that are under review in the “Policies Under Review” BOE section.
- Post District policies in the BOE Policies section.
- Post Conference Approvals in the Staff section.
- Post any materials forwarded by the Superintendent’s office, maintain their accuracy and remove outdated items.
- Work with Supervisors and Principals to post curriculum and student related information.
- Update and post the school menus.
- Post emergency closing and dismissals on the website as quickly as possible once notified.
- Post, maintain and update staff directory and update information such as handbooks and forms.
- Post, update and maintain the approved District calendars.

EVALUATION:

This is a stipend position and will be evaluated in accordance with state regulations and Board of Education policy.

Approved on: 5/5/16