WEBSITE COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: This position is responsible for coordinating the development and distribution of web-based information regarding the district's activities, programs, services, current issues, policies, procedures and major initiatives for districts that purchase Public Information services from BOCES. The work involves developing and creating web-based content, navigation, graphic designs and presentations. The work is performed under the general direction of the Supervisor of Communications & Development, with leeway allowed for the use of independent judgment while following prescribed policies and procedures. Although supervision is not a function of this position, the incumbent directs the work of support staff assigned to various projects. Does related work as required.

TYPICAL WORK ACTIVITIES:

Creates and/or edits web content including text, audio, video;
Serves on various committees throughout the individual districts and/or the community;
Oversees the public information content of the individual districts websites on the Internet;
Works with photographers and artists to produce pictures, videos and illustrations for website/digital use;
Lays out and prepares graphic materials for web pages, logos, newsletters, flyers, etc.;
Designs and creates graphics, determining materials to be used and reproduction methods;
Uses advanced graphics design software tailored to web-design applications, including but not limited to Adobe Bridge, Adobe Lightroom, Fireworks and Dreamweaver.
Provides cost estimates of Web graphics, scripts, data-bases and web-based activities/products/services;
Coordinates Web project timelines, and reviews project schedules with the individual district's administration and department personnel to ensure timeframes are appropriate and can be met;
Evaluates and recommends new software, in conjunction with the administration of Internet and Intranet Web solutions;
Confers with supervisors and officials to ascertain the nature of projects, the form of source information, specific graphic needs and required results;
Serves as liaison between districts and BOCES by researching and providing answers to questions relative to web-based communications;

Functions as part of a team consisting of, the Public Information Coordinator, IT Project Coordinator, and the Superintendent, or his/her designee, of the individual district;
Maintains files for all assigned projects;
Prepares various reports when necessary.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Good knowledge of computers and computer software used in desktop publishing and web/digital design;
Good knowledge of design, communication and illustration techniques;
Good knowledge of the use and operation of micro-computers and related peripheral equipment;
Good knowledge of one or more commonly used simple scripts, search engines, web publishing software applications and Web management tools;
Good knowledge of technological literacy including web-designs and digital publications/photography;
Good knowledge of the basic concepts and terms used in digital layout and design;
Working knowledge of photography;
Working knowledge of HTML and Web utilities (i.e. Web browsers, FTP, Audio);
Ability to interpret and analyze complex written and verbal information;
Ability to communicate effectively both orally and in writing;
Ability to direct the work of personnel assigned to various projects;
Ability to establish and maintain effective working relationships within BOCES staff, the individual districts, the community and vendors;
Ability to operate a personal computer as well as the various software used to achieve the district's public information goals and objectives;
Ability to understand and follow oral and written instructions;
Ability to plan, design and prepare complex and attractive graphic designs, illustrative materials and presentations to meet district needs;
Ability to function as part of a team;
Ability to follow oral and written directions;
Skill in Web authoring;
Skill in preparing material for publication and/or presentation;
Good judgment;

Resourcefulness;
Initiative;
Creativity.

MINIMUM QUALIFICATIONS:

A)   Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees with a Bachelor's Degree in web design, graphic art/design, journalism, communications/media, or closely related field; OR

B)   Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees with an Associates Degree in web design, graphic art/design, journalism, communications/media, or closely related field and two years of experience in designing, creating, implementing, manipulating and integrating Website pages and graphics; OR

C)   Graduation from high school or possession of a high school equivalency diploma and four years of experience in designing, creating, implementing, manipulating and integrating Website pages and graphics; OR

D)   An equivalent combination of training and experience, as defined by the limits of A), B), and C) above.

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