

Hobbs Municipal Schools Job Description

Position: District Website Master

Supervisor: Assistant Superintendent of Operations; Director of Technology

General Job Description: Responsible for the overall management, development, and maintenance of the District's website. Also, work directly with the Public Relations Coordinator to administrate a broad range of communications to include relevant written and multimedia content. Professional competencies to include executive and internal communications, website, and social media content management.

Qualifications:

1. Bachelor's degree in Communications, Computer Science, Information Technology, or related field preferred but related job experience may be accepted.
2. Experience in public relations and website development preferred.
3. Must be able to pass employment verification.

Essential Duties and Responsibilities:

1. Oversee day-to-day operations of the District's website, ensuring it is up-to-date, functional, and visually appealing.
2. Design, develop, and implement new web pages and features in collaboration with Public Relations Coordinator, individual schools, and technology department.
3. Monitor website performance, conduct regular audits, and implement improvements to enhance user experience.
4. Manage and update website content, ensuring accuracy, consistency, and alignment with the District's brand guidelines.
5. Troubleshoot and resolve website issues promptly, minimizing downtime and ensuring smooth operation.
6. Analyze website traffic and user behavior using tools like Google Analytics, providing insights and recommendations for improvements.
7. Ensure website security and compliance with data protection regulations.
8. Stay current with industry trends, technologies, and best practices in web development and digital communications.
9. Support Public Relations Coordinator with messaging for internal and external public relations, including mass notifications, and maintaining positive media relations.
10. Research, create, and publish content for the District website, newsletters, and social media.
11. Other duties as deemed appropriate by the immediate supervisor and/or the superintendent.

Work Environment:

Must be able to work within various degrees of noise, temperature and air quality. Job responsibilities require both inside and outside assignments. Interruptions of work are routine. Flexibility and patience are required. Must be self-motivated and able to complete job assignments without direct supervision. Occasional after hour work may be required. Must be able to work under stressful conditions. Sitting, standing, lifting and carrying (up to 50 pounds), reaching, squatting, climbing stairs, kneeling, and moving light furniture may be required.

Physical Requirements:

Sitting, standing, lifting, and carrying (up to 50 pounds), reaching, climbing, squatting, kneeling, and moving light furniture may be required. Prolonged typing, sitting, and working on a computer terminal, physical ability to type on a keyboard terminal, and adding machine.

Safety and Health Requirements:

Bloodborne Pathogens Standard Training

Equipment/Material handled:

Must know how to properly operate or be willing to learn to operate all multimedia equipment including current technology.

Terms of Employment:

Salary and work year to be established by the Board.