



LAKE STEVENS SCHOOL DISTRICT NO. 4
Lake Stevens, Washington 98258

J O B D E S C R I P T I O N

POSITION: Website/Graphic Design Coordinator

REPORTS TO: Director of Communications

SUMMARY:

The Website and Graphic Design Coordinator is responsible for helping to develop and execute all digital and web-based components of a comprehensive communications strategy for the Lake Stevens School District (LSSD). The Website and Graphic Design Coordinator's key roles include overseeing the LSSD website, training district and school-based webmasters, and helping the District's Director of Communications manage all of the district's digital and print communications platforms.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily on-site. The requirements listed below are representative of the knowledge, skill, and/or ability required.

- Develop and maintain the school district web portal and individual school websites.
- Plan, analyze, and create visual solutions to communication messages in print and electronic media.
- Train and provide technical support to all district staff members who provide content for the website(s).
- Regulate and manage access rights for all users of the district website(s).
- Audit all district managed websites for WCAG 2.0, ADA, Section 508 and other applicable policy compliance.
- Manage website quality assurance by discovering and fixing broken links and images, as well as correcting spelling, grammar errors, etc.
- Manage website SEO (search engine optimization) so individuals searching for information on the major search engines are able to find relevant information quickly. This involves ensuring that technical website information such as page title, header content, meta tags, link text, etc. is correctly configured for each page on the website(s).
- Monitor site traffic and help scale site capacity to meet traffic demands and performance expectations.
- Use analytics and other usage data to provide recommendations for improving district websites and online communications. Provide analytics reporting to key decision makers at the district office and individual schools.
- Create and manage various web forms and online surveys for district personnel.
- Must have a working knowledge of HTML, JavaScript, and SQL.
- Rely on experience and judgment to plan and accomplish goals. Perform a variety of tasks.
- Manage district webmaster email account.
- Work under general supervision. Creativity and knowledge of current best practices for school web site graphic design is desired.

- Collaborate with multiple departments and staff members to maintain district mission and brand through graphic design services and special projects
- Perform other duties as assigned by the district Technology Manager and Director of Communications.
- All technology positions are required to periodically work the District Help Desk.
- Perform other duties as periodically assigned.

JOB KNOWLEDGE, SKILLS AND ABILITIES

- 3+ years of progressively increasing experience in web management, online communications development, or online journalism.
- Advanced knowledge of Photoshop, Illustrator and InDesign.
- Experience with web maintenance and developing communications for multiple online platforms.
- Programming skills and knowledge of modern HTML/CSS required.
- Proficiency with current technology and tools for multi-platform communications, including popular content management systems.
- Outstanding writing, editing, and proofreading skills; familiarity with Associated Press style a plus.
- Experience delivering and facilitating training for adults.
- Aggressive problem diagnosis and creative problem solving skills
- Ability to be astute, aware of the interests and motivations of others, and skillful in navigating ambiguous or politically sensitive situations.
- Strong communication skills in multiple settings.
- Strong organizational skills to juggle multiple projects with competing deadlines.
- Exceptional analytical and problem-solving skills, with an ability to use quantitative and qualitative data to make decisions and recommendations.
- Collaborative management style, with a proven track record of working with diverse individuals at all levels to drive decision-making and results.
- High degree of professionalism, with the ability to take initiative and manage multiple competing priorities while consistently demonstrating sound judgment and disciplined thinking.

EDUCATION/LICENSE/PERMIT REQUIREMENTS:

- High School Diploma or equivalent
- Valid Washington State Driver's License and a good driving record

PRIMARY WORKING RELATIONSHIPS:

- Director of Communications
- Technology Manager
- Enterprise Technician, Network Analyst, and CTE Technician
- Educational Service Center Cabinet members
- Building Technology Mentors
- Education Technology Coordinator
- Students
- Vendors, Manufacturers, and suppliers

WORK ENVIRONMENT/PHYSICAL REQUIREMENTS

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of the help desk the employee is required to

spend long periods of time sitting. While performing the maintenance portion of this position the employee is regularly required to walk, stand, reach, perform repeated pushing and pulling movements, work overhead for brief periods of time, and use the hands to handle, finger, or feel objects, and tools. Person will exert 30 to 50 pounds of force frequently to lift, carry, push, pull, or otherwise move objects. Vision abilities required by this job include close vision, distance vision and depth perception.

WORK ENVIRONMENT: There are no unusual environmental conditions. The employee regularly works indoors and will occasionally work outdoors. Typically, the noise level in the work environment is usually moderate. The employee must be able to meet deadlines with time constraints and interact with other workers. The employee must possess a valid Washington State driver's license and must be able to travel to various district locations. May be required to use own vehicle with mileage reimbursement. The employee may be required to work during non-business hours when required to maintain network operations.

EVALUATION: Will be evaluated annually by the Director of Communications

TERMS OF EMPLOYMENT:

Work Days:	260
Hours	8 Hours per Day
Vacation Days:	Per Board Policy
Salary:	PSE of Lake Stevens; Technology Group II
Benefits	Per PSE of Lake Stevens Collective Bargaining Agreement

The information contained in this job description is for compliance with the American with Disabilities Act (ADA) and is not an exhaustive list of the duties performed for this position. The individuals currently holding this position perform additional duties and additional duties may be assigned.