

SEMINOLE COUNTY PUBLIC SCHOOLS, FLORIDA

Position/Job Description

MANAGER, Information and Communications

QUALIFICATIONS

- Bachelor's Degree in Computer Science, Marketing, Communications, or a related field required.
- Minimum of seven (7) years' experience in website development and management.
- Minimum of five (5) years' experience in web project management.
- Proficiency in use of computer applications and technical equipment as related to departmental functions.

KNOWLEDGE, SKILLS, ABILITIES

- Experience with a variety of industry-leading content management system (CMS) platforms.
- Experience with 508/ADA accessibility.
- Functional knowledge of PHP, JavaScript, CSS, and HTML.
- Knowledge of web design, mobile application design, Search Engine Optimization (SEO) processes, online communications strategies, and graphic design.
- Proficient with Microsoft Office and Adobe Creative Suite software applications.
- Experience working with and in various server environments IIS, SQL, and Microsoft Active Directory servers.
- Knowledge of software for word processing, database, and Web development, graphic design, and Web monitoring tools.
- Knowledge of network Internet security procedures and methods of operating characteristics, capabilities and limitations of local and wide area networks, computer equipment, and operating systems.
- Knowledge of configuration of services and development tools residing on servers.
- Experience managing code cycle processes, troubleshooting, as well as designing and building Web test environments (such as stress testing) for Web servers and Web sites.
- Technical writing skills necessary to create, maintain, and share system and process documentation.
- Exceptional oral and written communication skills, as well as organizational skills.
- Ability to manage multiple projects in a fast-paced environment.
- Ability to collaborate with creative teams and designers.
- High-level interpersonal skills with the ability to relate to and communicate with guests of the organization and internal clients.

SUPERVISION

REPORTS TO Director, Communications Office and Chief Information Officer, Information Services Department
SUPERVISES Assigned Personnel

POSITION GOAL

To design and manage communications systems and methods to meet organizational needs for communicating with guests, including students, parents, and the community at-large, and internal clients.

PERFORMANCE RESPONSIBILITIES

1. *Responsible for managing internal and external web systems, such as the organization's website and intranet.
2. *Maintain and update, as necessary, mobile applications used by the organization.
3. *Coordinate and manage use of a web-based CMS to create, update, and maintain both internal and external webpages.
4. *Monitor, analyze, and report on analytics, as they relate to external and internal communications.
5. *Assist in the production and distribution of digital communications.
6. *Select, size, prepare, and create graphics for communications vehicles.
7. *Participate and/or lead in the writing, editing, and posting of communications as identified by the organization.
8. *Support the editorial workflow for publishing, approving, and removing content from internal and external websites and assure that the editorial content is displayed optimally to meet user needs and organizational goals/mission.
9. *Maintain web platform editorial calendar.
10. *Troubleshoot technical issues and coordinate resolutions.

MANAGER, Information and Communications, Page 2

11. *Ensure social and emerging platform strategy aligns with existing online tools.
12. *Coordinate and communicate web project related information, as well as the status of project deliverables, deadlines, individual tasks, and other responsibilities with project team members and clients.
13. *Maintain regular customer contact to ensure awareness of information and communication systems requirements, offer improvements utilizing new technology solutions, and serve as project lead when identified changes and/or improvements are necessary.
14. *Present formal recommendations regarding software specifications to the appropriate stakeholders.
15. *Apply current technology to solution of problems.
16. *Define systems security and control procedures.
17. *Assist with technical expertise and support of multimedia control room.
18. *Assist with School Board meeting live-streaming and recording, as needed.
19. Perform other duties as assigned, or may be necessary, by the Director, Communications Office and/or Chief Information Officer, Information Services Department.

**Denotes essential job function/ADA*

EQUIPMENT / MATERIALS

Standard Office Equipment

PHYSICAL REQUIREMENTS

Sedentary Work Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently to lift, carry, push, pull or move objects. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.

PHYSICAL ACTIVITIES

Sitting Resting with the body supported by the buttocks or thighs.
Finger Dexterity Picking, pinching, typing or otherwise working primarily with fingers rather than with the whole hand or arm.
Repetitive Motion Substantial and continuous movements of the wrists, hands, and/or fingers.
Talking Expressing or exchanging ideas by means of the spoken word. Those activities in which detailed or important spoken instructions must be conveyed accurately, loudly or quickly.
Visual Acuity The power to see at a level which allows reading of numbers and text, operation of equipment, inspection of machines, etc.

WORKING CONDITIONS

Indoors The worker is subject to inside environmental conditions. There is protection from weather conditions but not necessarily from temperature changes. The work environment for this position is generally an office setting. Most duties are performed while sitting at a desk, table or workstation. This position has regular exposure to radiant and electrical energy found in an office environment.

TERMS OF EMPLOYMENT

PAY GRADE

AO-10-F \$61,532 - \$94,387
District Salary Schedule
Months 12
Annual Days 258
Weekly Hours 37.5
Annual Hours 1935

POSITION CODES

PeopleSoft Position TBA
Personnel Category 02
EEO-5 Line 06
Function 7750
Job Code 1498
Survey Code 82009

FLSA

Applicable
 Not applicable

Previous Board Approval

BOARD APPROVED

July 26, 2016

ADA Information Provided by Tim Harper
Position Description Prepared by Tim Harper