



OFFICE OF HUMAN RESOURCES

Job Information	
Job Title: Webmaster	Last Revised/Approved: February, 2019
Job Code: 1880	Reports To: <i>Director I, Comm & Outreach</i>
Office: <i>Community & School Performance</i>	Department: <i>PA Media/Internal Communications</i>

Compensation Information	
Pay Grade:	Pay Range:
FLSA Status: Exempt	Term of Employment: <i>FT</i>

Position Summary/Purpose:

Create, edit, manage and maintain content on Milwaukee Public Schools' websites, including the Intranet. Follow the MPS style guide and branding guidelines in creation and maintenance of websites. Assist in supervision of the Communications staff.

Essential Functions/ Core Competencies:

- Produces website content.
- Edits the website content of others.
- Manages the timely delivery of website content produced by others.
- Manages requests for website support throughout the organization.
- Develops and maintains website information architecture.
- Develops/refines standards, guidelines and procedures for website publishing.
- Coordinates efforts with other team members to provide accurate, up-to-date information on the website.
- Works collaboratively with various MPS chiefs or designees to develop materials for departmental sections of the MPS website.
- Assists with content design of the intranet to assure smooth content management between the public and log-in portions of the website.
- Assist in supervising the work of the Communications staff.
- Assists with training of district staff responsible for maintaining school and departmental portions of the website.
- Develops a three-year plan for the website in collaboration with other departments.
- Provides quarterly reports on suggested improvements to allow the website to better function for key audiences.
- Oversee all website redesigns, re-skins or significant updates, coordinating said activities with appropriate central services and/or school-based staff.
- Maintains excellent working relationships with all MPS departments and staff.
- Actively support the MPS Strategic Plan.
- Perform other duties as assigned.

Job Requirements:

Education Requirements:

- A bachelor's degree in communications, public relations, marketing, journalism or related area required.
- A combination of education and experience may be substituted.

Experience Requirements:

- Three to five years of experience managing and maintaining web content management systems within a large entity is required
- Two years' experience in online communications, social media or marketing communications required.
- Experience in HTML programming and deployment of online digital media.

Knowledge, Skills and Abilities:

- A strong working knowledge of managing large scale Internet and Intranet websites and the use of Adobe Create Suite software and Photoshop.
- Ability to write, produce and edit content for the web.
- Effective oral and written communication and presentation skills are essential.
- Skill at organizing resources and establishing priorities.
- Must be self-directed.
- Excellent teamwork skills are essential.
- A demonstrated ability to work well with external customers, departmental staff, other central office departments and school staff is required.
- Must have excellent planning and organizational skills.
- Must be able to manage numerous responsibilities with varying deadlines.
- The ability to gather data, compile information and prepare reports.

Working Environment:

- Typical office or school environment
- Position may be required to work additional hours, outside of the normal business day as a regular part of the job.

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 with or without reasonable accommodation.

Equal Opportunity:

It is the policy of the District that persons seeking employment with the District shall not be discriminated against in employment by reason of their age, race, creed, color, religion, handicap or disability, pregnancy, marital or parental status, sex, citizenship, national origin, ancestry, sexual orientation, arrest record, conviction record, military service, membership in the National Guard, state defense or reserves, political affiliation, use or nonuse of lawful products off the employer's premises during nonworking hours, declining to attend a meeting or to participate in any communication about religious matters or political matters, the authorized use of family or medical leave or worker's compensation benefits, genetic

information, physical, mental, emotional or learning disability, or any other factor protected by local, state or federal law in all employment practices including terms, conditions and privileges of employment.

Reasonable accommodations shall be made for qualified individuals with a disability, unless such accommodations would impose an undue hardship on the District. Requests for accommodations under the Americans with Disabilities Act or under the Wisconsin Fair Employment Act must be submitted to the Employee Rights Administration Department in the Office of Human Capital.