



# Poudre School District

## HUMAN RESOURCES DEPARTMENT JOB DESCRIPTION

Job Title: **Communications Website Manager** FLSA Status: **Exempt**  
 Job Family: **Support Services** Pay Range: **SS55Y**  
 Prepared/Revised Date: **August 1, 2023** Job Code: **35308**

**SUMMARY:** Responsible for the oversight of the content, organization, presentation, optimization and evolution of the school district’s website initiative including website, mobile app, and overall online presence. Manages all website content, including managing strategy, website navigation and performance to support the school district goals and optimize the user experience, as well as monitor analytics to guide changes. Oversees the website’s content management system for optimum functionality and ease of use.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:** *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Description of Job Tasks  (limit of 13 of the most important tasks)	Frequency	% of Time
	Daily = <b>D</b> Weekly = <b>W</b> Monthly = <b>M</b> Quarterly = <b>Q</b> Annually = <b>A</b>	On an annual basis, e.g. 10 hours of a 40 hour work week = 10/40 = 25%
1. Acts as chief website editor to lead decision-making process for the district website regarding content, design, layout and navigation. Manage the district website, including continuous site updates using a dedicated content management system to present fresh and accurate information and effective website navigation, ensuring user comprehension and engagement. Manages content on Home page, landing pages, and district calendar. Develops new website sections to promote district-wide initiatives and focus projects. Implements strategies and best practices to improve the website and user experience.	D	20%
2. Oversee the website content management system (CMS) and respond to issues. Research, evaluate, and implement new tools to improve the CMS. Manage CMS organization with web editor access and web page groupings. Act as liaison to district’s web developer (outside contractor) and PSD Information Technology department for back-end technical issues and to integrate new technologies as needed.	D	20%
3. Monitor online web accessibility evaluations (based on ADA standards and guidelines) and adapt strategies to meet accessibility requirements and recommendations to ensure all users have access to website information.	D	20%
4. Advise and assist in development of internal and external communications strategies regarding district and school issues, projects, community engagement events, and media relations, collaborating with communications personnel and other staff.	D	10%
5. Train, collaborate with, and support designated website editors and department staff regarding web page updates, editing, content organization and best practices.	D	5%
6. Respond to website customer relation issues with the public and staff.	D	5%
7. Attend work and arrive in a timely manner.	D	1%
8. Assist with the district’s social media presence, monitor social media conversations about the district and conduct social media trainings for staff. Help schools and department with social media efforts as needed.	W	3%
9. Coordinate monthly recognitions for the Board of Education regarding student and staff awards and accomplishments. Coordinate and communicate scheduling, invitations, reminders and online postings for the board agenda and district website.	M	5%
10. Review analytics, prepare reports as requested, and maintain website audit.	M	4%
11. Collaborate to produce community and staff e-newsletters.	M	4%



12. Assist the Executive Director of Communications, PSD Security and PSD Operations with communications during crisis situations by disseminating information via digital communication vehicles (district website, PSD Online Alert System, mobile app and social media).	M	2%
13. Perform other duties as assigned.	Ongoing	1%
	<b>TOTAL=</b>	<b>100%</b>

**EDUCATION AND RELATED WORK EXPERIENCE:**

- Bachelor’s degree in journalism, public relations, communications, graphic design, technical writing or related field
- Three years or more of demonstrated mastery using a web content management system and social media
- Three years of more of demonstrated copywriting, newsletter writing, publication editing, and design experience required. Photography experience preferred
- Equivalent combination of education and experience acceptable

**LICENSES, REGISTRATIONS or CERTIFICATIONS:**

- Criminal background check required for hire

**TECHNICAL SKILLS, KNOWLEDGE & ABILITIES:**

- Excellent oral and written communication skills
- English language skills
- Interpersonal relations skills
- Organizational and time management skills
- Writing, proofreading and editing skills
- Knowledge of web content management systems
- Knowledge of online analytic and monitoring services
- Knowledge of website accessibility standards and guidelines
- Social media skills to present positive image
- Customer service and public relations skills
- Ability to work independently and exercise judgement based on best practices
- Ability to maintain confidentiality in all aspects of the job
- Ability to manage multiple priorities
- Ability to work as a team player
- Ability to maintain honesty and integrity in all aspects of the job
- Ability and willingness to adhere to attendance requirements, including regular and punctual employee presence
- Ability to promote and follow Board of Education policies, District policies, administrative guidelines, and building and department procedures
- Ability to communicate, interact and work effectively and cooperatively with people from diverse ethnic and educational backgrounds
- Ability to recognize the importance of safety in the workplace, follow safety rules, practice safe work habits, utilize appropriate safety equipment, and report unsafe conditions to the appropriate administrator

**MATERIALS AND EQUIPMENT OPERATING KNOWLEDGE:**

- Operating knowledge of and experience with personal computers and peripherals
- Operating knowledge of and experience with Microsoft Office, PhotoShop, digital photography and presentation software

**REPORTING RELATIONSHIPS & DIRECTION/GUIDANCE:**

	POSITION TITLE	# of EMPLOYEES
<b>Direct reports:</b>	This job has no direct supervisory responsibilities.	



**PHYSICAL REQUIREMENTS & WORKING CONDITIONS:** *The physical demands, work environment factors and mental functions described below 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.*

PHYSICAL ACTIVITIES:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Stand		x		
Walk		x		
Sit				x
Use hands to finger, handle or feed		x		
Reach with hands and arms		x		
Climb or balance	x			
Stoop, kneel, crouch, or crawl	x			
Talk				x
Hear				x
Taste	x			
Smell	x			

WEIGHT and FORCE DEMANDS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Up to 10 pounds		x		
Up to 25 pounds	x			
Up to 50 pounds	x			
Up to 100 pounds	x			
More than 100 pounds	x			

MENTAL FUNCTIONS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Compare				x
Analyze				x
Communicate				x
Copy		x		
Coordinate				x
Instruct			x	
Compute		x		
Synthesize			x	
Evaluate			x	
Interpersonal Skills				x
Compile				x
Negotiate		x		

WORK ENVIRONMENT:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Wet or humid conditions (non-weather)	x			
Work near moving mechanical parts	x			
Work in high, precarious places	x			
Fumes or airborne particles	x			
Toxic or caustic chemicals	x			
Outdoor weather conditions	x			
Extreme cold (non-weather)	x			
Extreme heat (non-weather)	x			
Risk of electrical shock	x			
Work with explosives	x			
Risk of radiation	x			



WORK ENVIRONMENT:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Vibration	x			

VISION DEMANDS:	Required
No special vision requirements.	
Close vision (clear vision at 20 inches or less)	x
Distance vision (clear vision at 20 feet or more)	x
Color vision (ability to identify and distinguish colors)	x
Peripheral vision	x
Depth perception	x
Ability to adjust focus	x

NOISE LEVEL:	Exposure Level
Very quiet	
Quiet	x
Moderate	
Loud	
Very Loud	