



Job Description

Job Title: Web Content Developer

Job Classification: Non-Exempt

Supervisor: Webmaster (Coordinator)

Pay Grade: 37

Contract Length: 245 Days

Job Summary

Position is responsible for content creation and maintaining existing content on the school division's Intranet and Internet websites to effectively present the school division's message. Position utilizes Internet and scripting languages; and creates graphics. Position interacts with and provides assistance to school-based/departmental content providers. Position assists in the definition of standards for website appearance, structure and content aging; and monitors web pages to ensure compliance with standards.

Essential Duties

1. Consults with departments to clarify and assess their website development needs and goals.
2. Collaborates with web team members to define standards and develop/maintain policies and procedures for website structure, appearance, graphics, and content aging.
3. Reviews and monitors departmental and school web pages for appropriate content and compliance with standards.
4. Assists in the architecture of websites including scripting, interaction of web-based applications, and user interface design; and builds tables, frames, and forms.
5. Utilizes web-authoring tools to create and edit web documents; codes the HTML behind web pages; and creates hypertext links to other web documents and locations.
6. Maintains the graphical interface of the division's websites; utilizes software tools to integrate graphical concepts; and develops video and audio enhancements if necessary.
7. Ensures the integrity of all code and links.
8. Refreshes website content to ensure accuracy and timeliness of information and images.
9. Maintains an awareness of school system goals and initiatives and identifies opportunities to utilize the Internet or Intranet to facilitate initiatives.
10. Researches and writes new sections and features of the websites.
11. Gathers feedback from management and users regarding the division's websites and makes appropriate modifications and enhancements to graphics and content in order to attract repeat users.
12. Reviews requests from web-based personnel outside the school division to link to their sites; and makes appropriate recommendations.
13. Assists school/departmental-based web page content providers with creating and updating content on their sites on an independent basis.
14. Markets the website to include registration of sites with search engines and directories.
15. Disseminates information to school division staff regarding the division's Internet and Intranet sites.
16. Answers, or forward to appropriate departments, any website-related e-mail questions from users.
17. Models non-discriminatory practices in all activities.

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

Other Duties

1. Performs any other related duties as assigned by the Web Administration Coordinator II or other appropriate administrator.

Minimum Qualifications

Must possess a Bachelor's degree in computer science, information technology, graphics communication, or a related field and considerable related experience with designing and maintaining website content; or any equivalent combination of education and experience that would provide the noted knowledge, skills, and abilities.

Extensive experience with designing and maintaining website content may substitute for college degree. Must possess experience with, and the ability to utilize, web applications and programming languages such as HTML, XHTML, CSS, JavaScript, JQuery, Java, CGI, Perl, and APIs. Must possess experience with multimedia development and various software used in web development such as Adobe Creative Suite (Dreamweaver, Photoshop, etc.). Must possess an advanced working knowledge of current web authoring and graphical software tools. Must possess the ability to convert existing data to web format. Must possess excellent creativity and graphic design skills and the ability to turn artistic concepts into functioning web pages. Must possess excellent communication, customer service, and organizational skills.

Working Conditions & Physical Requirements

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 accommodation may be made to enable individuals with disabilities to perform essential functions. Must have the ability to sit for extended periods of time; exhibit manual dexterity to dial a telephone, to enter data into a computer terminal; to see and read a computer screen and printed material with or without vision aids; hear and understand speech at normal levels and on the telephone; speak in audible tones so that others may understand clearly in person and on the telephone; ability to understand and follow oral and written instructions; physical agility to lift up to 25 pounds.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Duties are normally performed in an office environment.

Supervision Exercised: None

Supervision Received: Webmaster (Coordinator)

This job description in no way states or implies that these are the only duties to be performed by this employee. The Web Content Developer will be required to follow any other instructions and to perform any other related duties as assigned by the Webmaster (Coordinator) or appropriate administrator. Newport News Public Schools reserves the right to update, revise or change this job description and related duties at any time.

Approvals:

Supervisor

Date

I acknowledge that I have received and read this job description.

Employee Name (Print)

Signature

Date

Revised 08/2025