



Job Title: School Website Administrator

Department: Communications and Public Relations
Reports To: Web Content Manager
Grade: BG-5
Number of Days: 12 Months
Security Access: Education Service Center
Current Date: August 21, 2018
Overtime Status: EXEMPT

Mission and Vision: Tulsa Public Schools is the destination for extraordinary educators who work with our community and families to ignite the joy of learning and prepare every student for the greatest success in college, careers and life. Our mission is to inspire and prepare every student to love learning, achieve ambitious goals and make positive contributions to our world.

Core Values: Our core values guide how we work and interact with each other at every level of the organization. We embrace and embody these values every day:

- **Equity:** All children deserve the opportunity to develop their full academic and social potential. Our diversity is a community treasure, and we must foster an inclusive environment by examining biases and resolving unfair practices.
- **Character:** We are honest, trustworthy and have high standards of behavior. We do the right thing even when it is hard. While we do not always agree, we treat one another with kindness and respect.
- **Excellence:** We work hard together and expect a lot of one another because high standards produce exemplary knowledge, skills, abilities and mindsets.
- **Team:** We care for one another, support the personal and professional development of one another, and work together to improve our community
- **Joy:** Joy at school and at work makes us more productive, because when we create, innovate and imagine, our motivation grows. We want to ensure that everyone knows the excitement that comes from working deeply on a problem, task or concept and experiencing breakthrough moments.

Position Summary: Under the direction of the district's Web Content Manager and Director of Communications and working in partnership with school leaders and the instructional leadership office, the School Website Administrator will provide day-to-day management of a portfolio of approximately 40 school websites, growing each school's digital reach with fresh, relevant, and robust content that provides an

exceptional user experience and that markets each school as a destination for excellence in teaching and learning. The School Website Administrator will work with the communications team to ensure that branding, messaging, tone, and style are aligned across all school web pages and will create and manage high-quality website content reflecting the particular needs and focus of each school community.

Minimum Qualifications:

- Alignment with vision, values and goals of Tulsa Public Schools
- Bachelor's degree in communications, web design, marketing, public relations or related fields
- Experience developing content for websites, social media, and/or marketing and public relations collateral
- Experience in web-based design, publishing, and CMS preferred

Responsibilities and Essential Functions: The following duties are representative of performance expectations. A reasonable accommodation may be made to enable a qualified individual with a disability to perform essential functions.

- Work with the Web Content Manager to implement a web communications strategy aligned with the goals and priorities of Destination Excellence.
- Develops site navigation by categorizing content and directing traffic through content and works proactively to refine and improve user experience through intuitive site navigation.
- Maintains school sites by updating content and graphics; monitoring performance and results; identifying and evaluating improvement options; integrating new technology; and ensuring that page content is relevant, fresh, and timely.
- Works with communications team to integrate social media platforms into school websites and align messaging across digital platforms; serves as district support for SchoolWay app.
- Work with communications and school teams to effectively implement digital marketing campaigns and increase community engagement on digital platforms.
- Works with internal web developers and web programmers on the design, layout, and functionality of school websites.
- Works with internal clients to gather requirements, provide creative input, and assist with website management.
- Maintains quality standards for \ school sites by enforcing content, design, style, and messaging standards and editing content submissions.
- Enhances job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional learning opportunities.

Skills and Abilities Required: The following characteristics and physical skills are important for the successful performance of assigned duties.

- Three years' experience in communications, web content development, IT, public relations, marketing, or related field
- Effective, highly-organized, self-directed project manager with ability to respond and pivot rapidly to the district's changing needs
- Attention to detail and high bar for personal and professional excellence
- Strong writing and editing skills with an understanding of proper grammar and punctuation
- Familiarity with web content management systems, social media, and digital media
- Knowledge and demonstrated experience with cross-browser and cross-platform issues (i.e., Firefox, Safari, etc.) as well as website rendering on mobile devices (iPhone)
- Superior knowledge of current website content and design trends and techniques with a strong portfolio highlighting user-centered design and content creation
- Experience in search engine optimization (SEO), with proven results
- Experience with web and marketing analytical tools, Google Analytics preferred
- Must be flexible, as job requirements will vary

Supervisory Responsibility:

- None at this time

Working Conditions: Exposure to the following situations may range from remote to frequent based on circumstances and factors that may not be predictable.

- This position is largely based out of an office environment.

Tulsa Public Schools is committed to building a diverse and inclusive team of individuals who contribute to the district's mission with their talent, skills and energy. Tulsa Public Schools is an equal opportunity employer and does not discriminate against persons because of age, race, color, creed, religion, disability, gender, ethnic or national origin, or veteran status. Tulsa Public Schools prohibits discrimination against individuals with disabilities and will reasonably accommodate applicants with a disability, upon request, and will also ensure reasonable accommodation for employees with disabilities.