

Wyalusing Area School District

Job Description

Job Title: Web Advisor	Location: High School
Salary Grade: As Per CBA	Classification: Supplemental
Date: May 2023	Reports to: High School Principal

Job Summary:

- Design, build, and maintain the District's website by ensuring the site is functional, visually appealing, and easy to navigate.

Essential Functions:

- Research and compare other school district web pages and ensure an updated and consistent design and development for Wyalusing Area School District's website.
- Create and maintain the overall aesthetic of the District website, including the layout, graphic usage, and content.
- Use programming language to create platforms to ensure functionality of the District website.
- Ensure the District website is optimized to run on search engines and mobile devices efficiently.
- Maintain regular updates to the site to ensure relevancy and accuracy.
- Monitor the District website's performance and troubleshoot any issues that arise, such as broken links or slow page loading times.
- Implement security measures to protect and prevent the District website from hackers and data breaches, if not already implemented by a third-party administrator.
- Utilize metrics from Google Analytics to track site traffic and assist with marketing measures.
- Analyze data to identify areas for improvement and make recommendations to Administration for optimization of the District website's performance.
- Test and implement different design strategies to increase engagement.
- Assist and train District website users on appropriate management and oversight of their page content and creation.
- Conduct bi-weekly review of all web pages to ensure accurate updated information is present.

Other:

- Perform other duties as assigned related to the position.

Competencies:

- Strong verbal, interpersonal, and written expression skills.
- Effective colleague, parent, and student communication skills.
- Problem-solving skills and technology proficiency.

Education and Experience:

- Knowledge in website design and HTML coding.

Additional Requirements:

- Must demonstrate extreme flexibility, provide excellent communication, and follow directives issued by supervisor.

Approvals/ Additional Supervisors: Superintendent of Schools