

# Sonoma County Office of Education – Job Description

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## Classified Management

### COMMUNICATIONS SUPPORT TECHNICIAN

#### **Definition:**

Under the direction of the Director of Information Technology and in coordination with management and staff from various departments, gathers, organizes, writes and edits content for various web pages and online classes. Inputs content, formats graphics and posts documents and videos. Coordinates and consults with technical staff and outside consultants regarding website functions, upgrades, page content, and new media resources. Works with the Communications Director and individual departments to ensure that all documents posted to the website are accessible according to WCAG 2.0 standards. Provides technical support for applications such as Google Apps and Chromebooks.

#### **Distinguishing Characteristics:**

Incumbent provides professional level communications, writing, website development, technical support, and graphic design expertise for diverse and evolving projects in an independent manner. Uses judgment and initiative in performing duties.

#### **Supervision Exercised and Received:**

Employees in this class receive minimal supervision within a broad framework of policies and procedures. Supervision is received from the Director of Information Technology.

#### **Example of Duties and Responsibilities:**

*Duties and Responsibilities may include, but are not limited to, the following:*

- Drafts and/or edits content for various departmental websites, working in collaboration with program specialists from each department.
- Organizes information for websites and makes recommendations regarding site architecture and content as appropriate.
- Designs web pages and inputs content via Content Management System or HTML. Follows consistent formatting and layout for professional presentation.
- Provide technical support for applications such as Google Apps and Chromebooks.
- May research options for improved website function, including possible redesign or movement of site(s) to new management systems.
- Obtains, formats, and posts graphics to accompany website content.
- Uploads and organizes linked documents, video and audio files, etc.
- Ensures digital accessibility of documents according to WCAG 2.0 standards, using Adobe Acrobat Pro.
- Works collaboratively with technology and program specialists to implement online classes. Reviews and edits content for online classes developed by others.
- May support the use of social media and its linkage to website content.
- Maintains current, clear communications with others and coordinates workflow coming from a variety of sources.

- Performs related duties as assigned.

## **Employment Standards:**

### ***Knowledge of:***

- K-12 education and the general school environment.
- Excellent writing and composition skills, including correct English usage, spelling, grammar and punctuation.
- Current techniques for website development, implementation and management.
- Excellent computer skills and experience with web graphics, web applications, and web development software.
- Best practices in digital accessibility, including WCAG 2.0 standards and Adobe Acrobat Pro tool.
- Methods, techniques and principles involved in gathering, writing and editing information.
- Methods, techniques and principles of website design.
- Basic office methods, practices and procedures.
- Safe work practices.

### ***Ability to:***

- Plan, organize and prioritize own work to meet deadlines and accomplish assigned tasks.
- Establish and maintain cooperative working relationships and work as a part of a team to deliver high quality services.
- Be flexible and receptive to change.
- Work independently in a variety of situations; work on several projects simultaneously and under pressure to meet deadlines; follow through on tasks with minimal supervision.
- Maintain an orderly work environment and perform tasks in prescribed and safe manner.
- Maintain and improve professional skills and knowledge.
- Communicate in a professional manner both orally and in writing; demonstrate excellent writing skills.

## **Education and Experience:**

*Any combination of education and experience that would provide the knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

### ***Education:***

- Equivalent to completion of a Bachelors Degree.
- An emphasis in public relations or communications is highly desirable.

### ***Experience:***

- Three (3) years of experience in a public or private agency working in the area of communications, public relations and/or website development, including writing experience that spans a wide range of communication.
- At least one year of website management experience, including knowledge of html, CSS and content management systems.

### ***Physical Abilities:***

*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.*

- Visual acuity sufficient to work at a computer screen frequently and throughout the day, near and far visual acuity, depth perception, color vision sufficient to recognize people, words, and numbers;
- Occasionally standing, bending, and stooping.
- Lifting up to twenty (20) pounds on an occasional basis.
- Speaking and hearing ability sufficient to hear over phone and carry on routine conversations.
- See to read manuals, video display screens, and other related material.
- Speak clearly.
- Sit for extended periods in a typing position.
- Reaching, pushing/pulling.
- Hand-eye-arm and finger dexterity to use a personal computer keyboard, ten-key, and other common office equipment.
- Must have normal (20/20) vision, corrected or uncorrected.

***Work environment:***

- Work is performed in an office environment with minimal exposure to health and safety considerations.

***Other Requirements:***

- Must be fingerprinted and a satisfactory Department of Justice records check must be received by Sonoma County Office of Education, prior to employment.
- TB testing will be required upon employment.
- Must pass a pre-employment physical (if applicable).
- May be required to obtain first aid and CPR certificates within the first 6-12 months of employment.
- May be required to drive with or without students; some positions may require a current California driver license, proof of insurance, and possible participation in the DMV Pull Notice Program once employed.

***Other:***

- Revised: March 25, 2019
- FLSA Status: Exempt
- Bargaining Unit: Unrepresented
- Approved by: Personnel Commission