



## **Website Quality Assurance Specialist**

### **Purpose Statement**

The job of Website Quality Assurance Specialist is done for the purpose/s of managing and overseeing the district's main website and individual school websites's content, layout, and design. This position will ensure high standards of accessibility and usability across all websites, while also providing training and support to district staff. This position ensures that all websites meet the needs of all students, parents, faculty, and community members.

This job reports to Director of Communications

### **Essential Functions**

Communicate with school and district level content managers and administrators for the purpose of understanding needs and offering timely support.

Coordinate with district administration, school principals, and other district staff to help gather and publish content to school and district websites as needed for the purpose of ensuring timely publication and accessibility of content.

Create and maintain up-to-date documentation and guidelines for the purpose of ensuring compliance with accessibility guidelines and regulations.

Design and implement visually appealing, user friendly, responsive website interfaces for the purpose of enhancing the user experience.

Develops and delivers training for district and school staff on website content management, best practices, accessibility, and features to website design for the purpose of ensuring high standards and compliance with federal, state, and local guidelines.

Monitor and report on website performance using analytics tools for the purpose of updating supervisors and other administrators and identifying concerns to be addressed.

Optimize website content for the purpose of improving search engine visibility, relevance, and improve search engine rankings.

Perform regular audits of outside vendors for the purpose of ensuring compliance with federal, state, and district standards, guidelines, and regulations.

Perform regular audits of all district and school websites to ensure accuracy and accessibility and to verify compliance with the district's style guide, Web Content Accessibility Guidelines (WCAG) and Section 508 standards and works with developers to resolve concerns or issues for the purpose of providing patrons the best access and ensure best practice and compliance with all federal, state, and local guidelines.

Provide technical support and resources to district and school personnel to troubleshoot website-related issues for the purpose of addressing problems in a timely and effective manner.

Provide recommendations to remove barriers for website users with disabilities for the purpose of improving accessibility and ensuring compliance with federal, state, and local guidelines and standards.

Report on website performance and make recommendations for improvement to supervisor and district administration in written documents and presentations as required for the purpose of provide clear lines of communication and support decisions made across the district.

Supports school and district website content managers to maintain, update, and manage the content of all district and school websites for the purpose of ensuring accurate and timely content.

Use user data to understand behavior, trends, and user preferences for the purpose of improving school and district website user experience.

Utilize search engine interface for the purpose of improving access to information and functionality of websites for the end user.

### **Other Functions**

Performs other duties as assigned for the purpose of ensuring the effective and efficient operations of the district.

### **Job Requirements: Minimum Qualifications**

#### **Skills, Knowledge and Abilities**

SKILLS are required to perform multiple, highly complex, technical tasks with a need to periodically upgrade skills in order to meet changing job conditions. Specific skill based competencies required to satisfactorily perform the functions of the job include: are required to perform multiple technical tasks with a need to periodically upgrade skills in order to meet changing job conditions. In terms of skills, proficiency with a website content management system is crucial, allowing for the effective management and updating of content across district and school websites. The ability to utilize HTML markup language and structure is essential, as is experience in creating and marking up PDF documents. Additionally, familiarity with advanced website browser functions--including browser accessibility plugins and inspector tools--is important for ensuring that web content is both functional and accessible. Skills in using website analytics tools to monitor traffic and user behavior are also important to provide insights into how content is performing and how users are interacting with the site.

KNOWLEDGE is required to utilize theoretical mathematical concepts; read technical information, compose a variety of documents, and/or facilitate group discussions; and analyze situations to define issues and draw conclusions. Specific knowledge based competencies required to satisfactorily perform the functions of the job include: is need to support a deep understanding of web accessibility standards and best practices. This knowledge ensures that content meets accessibility requirements and allows users, including those with disabilities, to interact with district and school websites effectively. Having a strong grasp of advanced website browser functions is also necessary for troubleshooting and improving website performance. Previous computer graphic design experience adds to this knowledge base, as it aids in determining the proper size, arrangement, and visual layout of graphic features on webistes and webpages contributing to an aesthetically pleasing and functional design.

ABILITY is required to schedule a number of activities, meetings, and/or events; routinely gather, collate, and/or classify data; and consider a variety of factors when using equipment. Flexibility is required to work with others in a wide variety of circumstances; analyze data utilizing a variety of complex processes; and operate equipment using a variety of processes. Ability is also required to work with a diversity of individuals and/or groups; work with data of widely varied types and/or purposes; and utilize a variety of types of job-related equipment. Problem solving is required to analyze issues and create action plans. Problem solving with data frequently requires independent interpretation of guidelines; and problem solving with equipment is moderate to significant. Specific ability based competencies required to satisfactorily perform the functions of the job include: is required to effectively manage and organize multiple projects and priorities is crucial to this role. Flexibility is required to work independently and with others in a wide range of circumstances. Strong problem-solving skills and attention to detail are necessary to address issues that arise and to ensure that website content is accurate and up-to-date. Additionally, strong communication and interpersonal skills are important for training and supporting users with varying levels of technical expertise. This includes the capacity to clearly convey technical information and assist others in navigating and utilizing the CMS and other web tools. These abilities together ensure that website management is smooth and that all stakeholders receive the support they need.

#### **Responsibility**

Responsibilities include: working independently under broad organizational guidelines to achieve unit objectives; leading, guiding, and/or coordinating others; operating within a defined budget. Utilization of significant resources from other work units is routinely required to perform the job's functions. There is a continual opportunity to significantly impact the organization's services.

#### **Work Environment**

The usual and customary methods of performing the job's functions require the following physical demands: occasional lifting, carrying, pushing, and/or pulling, and significant fine finger dexterity. Generally the job requires 70% sitting, 5% walking, and 25% standing. This job is performed in a generally clean and healthy environment.

**Experience:** Job related experience with increasing levels of responsibility is desired.

**Education:** Bachelors degree in job-related area.

**Equivalency:**

**Required Testing:**

**Certificates and Licenses**

Valid Drivers License and evidence of insurability

**Continuing Educ. / Training:**

Required to work some evenings and weekends.  
Continuing Education Requirements

**Clearances**

Criminal Justice Fingerprint/Background Clearance

**FLSA Status**

Exempt

**Approval Date**

9/24/2024

**Salary Grade**

Level 1