

GUILFORD COUNTY SCHOOLS JOB DESCRIPTION

JOB TITLE: EDUCATIONAL TECHNOLOGY AND WEB DESIGN SPECIALIST TECHNOLOGY SERVICES DIVISION

GENERAL STATEMENT OF JOB

Reporting to the Coordinator of Educational Technology and Design, this classified position will be responsible for supporting the short-and long-range plans for the integration of technology into throughout Guilford County Schools; aiding in providing professional development that promotes excellence and supports transformational change throughout the instructional environment; and planning, developing, and organizing the Guilford County Schools website.

The successful candidate will possess: evidence of successful collaboration, preferably with instructional staff to support student learning and teacher practice; proven experience with developing instructional materials, conducting trainings/workshops, and organizing in-person and virtual presentations to educate and disseminate information to the district's stakeholders; skills needed in designing the website such as scripting, programming in HTML, database design, and user interface design.

SPECIFIC DUTIES AND RESPONSIBILITIES

ESSENTIAL JOB FUNCTIONS

Model and facilitate safe, healthy, legal and ethical uses of digital information and technologies.

Use digital communication and collaboration tools to communicate locally and globally with students, parents, peers, and the larger community.

Aid in the creation and delivery of training programs using e-Learning best practices and software.

Create informal learning opportunities by producing instructional videos and other forms of digital resources.

Plan, develop, and deliver staff development activities that support the use of web applications.

Plan, develop, organize, edit, and maintain the GCS website and related information resources.

Design and coordinate processes for producing content for the GCS website.

Establish standards, policies, and procedures for school-based and departmental websites.

Write and/or work with District Relations staff to develop Web-appropriate copy for site(s) and adapt other district publications for the GCS website.

ADDITIONAL JOB FUNCTIONS

Provide support to Academic teams in the development and use of social media, websites, and technology-enhanced resources (websites, social media, software and hardware) and practices.

Collaborate with peers and managers to identify and implement improvement initiatives.

EDUCATIONAL TECHNOLOGY AND WEB DESIGN SPECIALIST

Communicate school and district needs back to Technology Services and other departments as needed.

Develop reports as required to keep senior staff and school staffs informed as to project status.

Responsible for meeting expectations and deliverables on time and in high quality.

Thrive in a fast-paced environment with fluid priorities.

Persistent and results focused with an ability to solve problems and deliver results.

Driven toward continual personal growth and development while staying current of evolving technologies.

Ability to systematically determine the source of problems and take appropriate action.

Customer service oriented with strong people skills.

Demonstrated oral and written communication skills and ability to communicate effectively in both technical and business environments.

Function independently and efficiently to meet deadlines.

Ability to learn new technology and be willing to work flexible hours.

Ability to work within established guidelines and to accept increasing levels of responsibility.

Ability to train users on the use of equipment and various programs.

Ability to maintain complete and accurate records.

Ability to establish and maintain effective working relationships as necessitated by work assignments.

Perform other duties as assigned.

MINIMUM TRAINING AND EXPERIENCE

Bachelor's degree in computer related or education field.

Minimum of 2 years of experience of web editing and creation.

Experience developing, planning, or implementing staff development.

Minimum of 1-year experience with HTML authoring.

Or any equivalent combination of training and experience which provided the required knowledge, skills and abilities.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Must be physically able to operate a variety of equipment and tools including computer

EDUCATIONAL TECHNOLOGY AND WEB DESIGN SPECIALIST

software, computer hardware, cables, etc. Must be able to exert up to 30 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects. Physical demand requirements are in excess of those for Medium Work.

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, structural or composite characteristics (whether similar or divergent from obvious standards) of data, people or things.

Interpersonal Communication: Requires the ability to speak and/or signal people to convey or exchange information. Includes giving instructions, assignments, or directions to assistants or subordinates.

Language Ability: Requires the ability to read a variety of correspondence, technical manuals, newsletters, trade journals, etc. Requires the ability to prepare reports, forms, training materials, system documentation, etc. using prescribed formats and conforming to all rules of punctuation, grammar, diction, and style. Requires the ability to speak to people with poise, voice control, and confidence.

Intelligence: Requires the ability to apply principles of logical or scientific thinking to define problems, collect data, establish facts, and draw valid conclusions; to interpret an extensive variety of technical instructions in mathematical or diagrammatic form; and to deal with several abstract and concrete variables.

Verbal Aptitude: Requires the ability to record and deliver information, to explain procedures, to give oral and written instructions. Must be able to communicate effectively and efficiently in a variety of technical or professional languages including computer terminology.

Numerical Aptitude: Requires the ability to utilize mathematical formulas; to add and subtract; multiply and divide; utilize decimals and percentages; understand and apply the theories of algebra and geometry.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width, and shape.

Motor Coordination: Requires the ability to coordinate hands and eyes rapidly and accurately in using computer equipment.

Manual Dexterity: Requires the ability to handle a variety of items such as computer equipment. Must have minimal levels of eye/hand/foot coordination.

Color Discrimination: Requires the ability to differentiate between colors and shades of color.

Interpersonal Temperament: Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress and when confronted with persons acting under stress.

Physical Communication: Requires the ability to talk and hear: (Talking: expressing or exchanging ideas by means of spoken words. Hearing: perceiving nature of sounds by ear.). Must be able to communicate via telephone.

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of effective teaching, assessment, and best practices for inspired learning.

Knowledge of the challenges facing large, diverse, urban school districts.

Proficient in digital tools to support learning pedagogy.

EDUCATIONAL TECHNOLOGY AND WEB DESIGN SPECIALIST

Knowledge of and skilled in technology integration.

NC Teacher Licensure and/or Teaching Experience.

Considerable knowledge of computer hardware and common software applications used in developing and maintaining websites.

Considerable knowledge of HTML, scripting, graphics editing, database design, and user interface design.

DISCLAIMER

The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees to this job.