Tehama County Department of Education
Job Description
Information Specialist

Definition:
Under supervision of the Superintendent, the Information Specialist will perform the tasks associated with creating and maintaining Web Sites (internal and external), Web-enabling access to data, and provide various software support. Provide support to District sites in development and upkeep of Web publications. Support District electronic communication process via Web tools. Assist with community and media relations, write press releases as needed.

Essential Functions and Job Duties:
- Create and convert files between various formats including but not limited to word processing, spreadsheets (including, but not limited to Adobe PDF, Real Audio and Video, HTML.).
- Create programs to allow users to view and/or manipulate data residing on a server through   a browser (Web-enabling).
- Manage Web server files and software (i.e. Internet Information Server, iPlanet, or Apache Web Server).
- Create and modify Web pages and post them on Internet and Intranet Web servers.
- Provide support to users in the development, posting and/or publishing of content on the Web server(s).
- Create and edit test, graphics, animation, audio, and video files and place on Web servers.
- Provide access (Web-enable) to information in databases on servers with read-only and read/write capability.
- Perform required server maintenance and manage accounts.
- Monitor and analyze Web site traffic and prepare statistical reports accordingly.
- Participate in departmental meetings.
- Provide technical software training to offices and employees.
- Create and distribute press releases and other community relations materials.
- Research and evaluate new software and technology for use in schools to enhance information technology in the classroom.
- Develop marketing strategies for school and district websites and programs.
- Perform other duties as assigned.
- Drive occasionally for department business (optional).

Knowledge Of:
- Internet/World Wide Web capabilities/features, operational principles, trends, applications, sites, terminology, variations caused by different browsers/versions/hardware.
- Software applications used to create publications such as PageMaker, MS Publisher, Free Hand, Adobe Illustrator, Acrobat, Photo Shop, MS Word, Persuasion, and PowerPoint.·
- Website design and development applications such as: DreamWeaver, FrontPage and/or as well as content management systems such as Drupal and Joomla.

- HTML, XHTML coding, CSS (cascading style sheets)· Design principles and use of style guidelines for both electronic and hard copies including cropping, framing, spacing, color, text enhancement/choice, integrating text/visuals, paper stock/folding.
- Basic computer operating systems including DOS; Windows 98/VP/Vista/NT Workstation; and Macintosh, software, FTP.
- Active Server Pages, PHP, Perl, ActiveX, Java Script, Web server software such as Internet Information Server, iPlanet and Apache Web Server. ·
- Databases such as mySQL, Oracle, Access, SQL server, and Filemaker Pro., Microsoft Exchange Server, Outlook and email account maintenance.
- Digital multimedia (2D & 3D graphics and animation, video, sound, authoring tools).·
- Server operating systems including Novell; and Windows-NT/2000, and Exchange Server.
- Image scanning and manipulation.

Ability To:
- Establish and maintain effective working relationships with all parties, including customers, teachers, administrators, co-workers, vendors, and the general public.
- Learn and apply applicable state, local and federal rules, regulations, and laws as well as the policies and procedures of the District.
- Communicate effectively both orally and in writing.
- Work independently with little direction.
- Understand and carry out oral and written instructions.
- Maintain records and prepare reports.·
- Work under high pressure.
- Analyze and resolve human and technical problems.
- Learn, understand, and apply new knowledge as technology and computer systems change.
- Recommend changes and enhancements as appropriate.
- Meet schedules and timelines.
- Plan and organize work.

Education and Experience:
Demonstrated expertise in technology and information systems via:
- Two years of college work with classes in a variety of related fields, e.g., Web design, computer science, graphics, networks, marketing, communications from an accredited institution.   (Completion of a job-training or job related experience in desktop publishing, Web page design may substitute for the required education.)
- Two years of full-time experience in the design, creation and formatting of a variety of materials ranging from simple to complex in both electronic and hard copy versions involving the use of a variety of software applications including the conversion/placement of such materials onto the Internet.

Physical Demands:
- Hearing and speaking to exchange information in person and on the telephone.
- Dexterity of hands and fingers to operate a computer and related equipment with keypad, keyboard, mouse, other input devices and computer repair tools.
- Seeing to read a computer monitor and printed matter.
- Sitting or standing for extended periods of time.

Stand, walk, twist, crouch, stoop, kneel, bend over, grasp, reach overhead above the shoulders and horizontally, push, pull and move, lift and/or carry up to 60 pounds at waist level.

Terms of Employments: Salary and work year to be established by County Superintendent.

Revised: July 2013