



USC University of
Southern California

Webmaster (School/Department) Job Description

JOB INFORMATION

Job Code:	165651
Job Title:	Webmaster (School/Department)
FLSA Status:	Non-Exempt
Supervisory:	
Job Family:	Network Administration
Job Family Group:	Information Technology
Management Level:	7 Individual Contributor

JOB SUMMARY

Designs and develops and/or maintains a school or department Web site(s) and/or Web pages. Provides specialized, technical support, assistance, and advice in the design, development and implementation of Web pages and interactive information delivery systems.

JOB QUALIFICATIONS:

Education

Req	Pref	Degree	Field of Study
X		Bachelor's degree	
	X	Bachelor's degree	

Additional Education

Check here if experience may substitute for some of the above education.

Combined experience/education as substitute for minimum education

Work Experience

Req	Pref	Work Experience	Experience Level
X		2 years	
	X	4 years	

Additional Work Experience

Check here if education may substitute for some of the above work experience.

Combined experience/education as substitute for minimum work experience

Knowledge, Skills and Abilities

Req	Pref	Functional Skills
X		Experience in Web page design, Web site management and Web graphic design.
X		Knowledge of Web programming techniques and protocols.
X		Knowledge of multiple operating systems.
	X	Knowledge of university computing environments.
	X	Experience with interfacing external applications to information servers.

Knowledge, Skills and Abilities

Req	Pref	Functional Skills
	X	Knowledge and experience with Web scripting and programming languages, graphical operating systems, open source technologies as well as on-line services and secure transactions.
	X	Knowledge of database and software applications.

Other Job Factors

JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Analyzes, designs, implements and maintains technical solutions and multimedia content and systems for a school's or department Web site. Communicates and consults with faculty and staff to determine and define Web site needs and functionality. Reviews and recommends hardware and software needed for Web site development.				
Coordinates the content and organization of static and dynamic data with faculty, staff and other units, but is typically not responsible for content development.				
Investigates and analyzes various specialized computing options and solutions. Troubleshoots system errors and bugs.				
Maintains and modifies the school's or department's Web site including content, graphical and multimedia displays and communications. Gathers feedback for Web site improvement and enhancement. Tests, maintains and ensures functionality of links. Monitors Web site for consistency, cross-referencing and compliance with university standards for Web site content and development.				
Consults with faculty and staff, such as writers, graphic designers, managers and administrators, to design, develop and implement Web pages and interactive information delivery systems. Advises personnel and/or departments on the proper production, technical and design technique specific to Web site development.				
Conducts electronic marketing of services and information. May disseminate information to various Web search engines.				
Coordinates the use of and response to Web site email. Corresponds with senders or refers email to appropriate individuals. Maintains records and develops reports on Web site email activity.				
Designs Web site to maximize accessibility, usability and effectiveness. May utilize search engines to maximize user's ability to search site content. May be involved in the selection of Web hosting providers and/or the overall design of the Web infrast				
Integrates multimedia content with Web-based educational software applications, including databases and communication protocols. May coordinate process of integration of multimedia content with project team members responsible for overall application architecture, as needed.				
Participates in the development of policies, procedures and guidelines regarding school or department Web site development and maintenance.				
Integrates database and application software into Web site design to increase site effectiveness, as needed. Creates and maintains multi-user databases.				
Develops systems and procedures to track analyze and report on Web site activity. Researches, gathers, organizes and summarizes data for reports. Analyzes data for trends or conclusions and presents results.				
Networks with professional counterparts inside and outside the university. Participates in professional associations to stay informed of new developments and technologies. Makes recommendations to senior management regarding technology changes based on developments in field and business needs.				
Performs other related duties as assigned or requested. The university reserves the right to add or change duties at any time.				

Other Requirements

<i>Essential:</i>	<i>Emergency Response/Recovery</i>	<i>Essential:</i>	<i>Mandated Reporter</i>
	In the event of an emergency, the employee holding this position is required to “report to duty” in accordance with the university’s Emergency Operations Plan and/or the employee’s department’s emergency response and/or recovery plans. Familiarity with those plans and regular training to implement those plans is required. During or immediately following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.		A mandated reporter who in his or her professional capacity has knowledge of, or reasonably suspects a person who is under the age of 18 years, elderly, or a dependent adult has been the victim of abuse or neglect must report the suspected incident. The reporter must contact a designated agency immediately or as soon as practically possible by telephone or in writing within 36 hours. By virtue of the associated job duties, this position qualifies as a mandated reporter as required by state law and USC’s policy at: https://policy.usc.edu/mandated-reporters/
<i>Campus Security Authority (CSA)</i>			<i>Essential:</i>
By virtue of the associated job duties, this position qualifies as a Campus Security Authority as required by law and USC’s policy at: https://dps.usc.edu/alerts/clery/			No

ACKNOWLEDGMENTS

The above statements reflect the essential and non-essential functions as necessary to describe the principle contents of the job. They are not intended to be a complete statement of all work requirements or duties that may be required of the position. I understand that I may be asked to perform other duties as assigned. USC reserves the right to add or change duties at any time.

The University of Southern California is an Equal Opportunity Employer. USC prohibits discrimination on any basis protected under federal, state, or local law, regulation, or ordinance or university policies. All employment decisions are based on individual qualifications and business need.

I acknowledge receipt of this job description and its associated physical requirements. I have read and understand the job description and job requirements and agree to abide by their contents. I realize that duties may be requested of me that are not specifically stated herein. I understand that I will be expected to adjust to potential fluctuations in work volume. I understand that, if I have any questions about the essential functions or expectations of my position, my supervisor and/or HR partner are available to discuss them with me.

Print Employee Name

Signature

Date

Print Manager Name

Signature

Date

This job description describes the general nature and level of work required by the position. It is not intended to be an all-inclusive list of qualifications, skills, duties, responsibilities or working conditions of the job. The job description is subject to change with or without notice, and Management reserves the right to add, modify or remove any qualification or duty. Nothing in this job description changes the existing at-will employment relationship between the university and the employee occupying the position.