



## **Webmaster / Graphics editor**

### *Position Description and Performance Expectations*

Effective Date: March 2019  
Department: Digital Services  
Classification: Part-time / Full-Time Hourly  
Responsible to: Director of Marketing and Development

*The position summary describes current duties and responsibilities for which the employee will be held accountable and evaluated upon. Job duties and responsibilities below may change from time to time, at the sole discretion of the organization, as other needs may arise.*

#### General Description:

ValleyPBS is seeking a tech-savvy, creative, pro-active professional to join its digital services team. The desired applicant will manage the station's websites, ensuring security, functionality and accuracy of content and primarily back end operation. They will be experienced in building effective websites and be able to write code (HTML5, XML, CSS3, SQL and/or JavaScript) and have an up to date understanding of website security and maintenance. An applicant seeking fulltime employment will also edit and prep on-air graphics. They will be experienced in using Photoshop and other Adobe Editing Products.

The successful candidate will be able to demonstrate a high level of creative thinking and digital technical know-how as well as being self-reliant and initiative taking. The webmaster plays an active role in shaping web strategy and increasing engagement with viewers and members. They will be detailed-oriented and able to ensure correct grammar and spelling throughout the website. Will also work to integrate with PBS.org and other external platforms, ensuring seamless interaction and a high level of security. The Candidate will also be working with the production team to build appropriate graphics for shows and station events.

The ideal candidate will work well as a team member and individually and be highly motivated to develop and protect this invaluable station asset. This candidate will be a key member of the stations web redesign team and will be expected to provide creative and secure solutions to a content-oriented website.

#### Essential Functions:

- Manage, maintain and update content and functionality using site CMS.
- Manage software updates, repair problems and create site and landing pages as needed

- Ensure high quality site performance by identifying and efficiently managing site performance and related issues
- Maintain site health by ensuring proper internal link structure and implementing on-page optimization best practices.
- Develop content for website in collaboration with Digital Services Team and Station Leadership
- Participate in development of grant and program websites and manage their launches
- Manage site hosting and maintenance
- Monitor and share metrics for all sites
- Conduct research, where appropriate and needed, to solve specific technical and design problems
- Build and manage graphics packages for live on-air shows

Competencies:

- Proven experience as a Webmaster or Web Developer
- Knowledge of web analytics and SEO
- Familiarity with web standards
- Working knowledge of website management tools
- Proficient in HTML/CSS, XML; knowledge of SQL and Javascript is preferred
- Demonstrable skill with Google search console and Google Analytics.
- Experienced with Graphics suits. (Photoshop, Premier, Final cut, DaVinci Resolve)
- 3D animation
- Excellent project management and time management skills.
- Ability to organize and manage multiple priorities and perform problem analysis and resolution at strategic and functional levels.
- Exceptional interpersonal and communication skills, especially writing and content creation.
- Must thrive in a fast-paced, diverse environment focused on innovation, teamwork, and results
- BS/BA in Computer Science, Design or a related field is preferred

How to Apply:

Applications will be accepted and reviewed until the position is filled. Please include:

1. Resume and Cover letter describing why you feel you are best suited for this position.
2. A fully completed ValleyPBS application form, which can be found at [valleypbs.org/employment-opportunities](http://valleypbs.org/employment-opportunities).
3. To fulfill FCC requirements, name the recruitment source where you learned about this position.

Direct application materials to:

Kadidia Cooper

ValleyPBS

1544 Van Ness Ave.

Fresno, CA 93721

Or by email to: [kcooper@valleypbs.org](mailto:kcooper@valleypbs.org)

No phone calls please.