WEB DESIGNER
JOB DESCRIPTION

CLASS SUMMARY

Under minimum direction, applies user interface/experience principles to design, maintain, and modify websites and related content to ensure that they are easy to understand, navigate and use; implements web-based systems, content management systems and strategies related to internal and external websites in adherence with design standards and specifications; provides support, training, and service to content editors. May collaborate with marketing and publications teams in their digital marketing and publication efforts. Assumes and performs related duties and responsibilities as required.

REPRESENTATIVE DUTIES

Conceptualizes and implements engaging, intuitive, and user-friendly website designs to enhance user experience and advance marketing and public relations' initiatives; develops, designs and optimizes visual imagery, creates original graphics and icons for digital marketing efforts and websites that adhere to branding standards; may design marketing landing pages and provide layout and editing assistance for departmental web pages; provides first-level technical support for websites and content management interfaces; teaches web skills and trains content editors, owners and authors on accessibility standards; serves as liaison with graphic artists and vendors in the design and development of websites and web campaigns; ensures websites meet Web Content Accessibility Guidelines (WCAG); uses accessibility testing tools to identify and resolve accessibility issues; designs and maintains site architecture, navigational user interfaces and structures, pages and tools; recommends configuration standards; determines and implements design parameters, style guides and visual standards; incorporates graphic user interface (GUI) features on websites; converts submitted materials to web documents, creates product graphic sketches, designs and copies layouts for online content as required; may determine size and arrangement of illustrative material, size and style of type and arrange layout based upon available space; publishes content to the web; enables content owner editing options and provides oversight on the design of web pages; coordinates with site content owners, authors and contributors to design and deliver website structures, creative concepts, and visual displays for websites and digital marketing efforts; presents a consistent visual image on the web by establishing and maintaining design guidelines, standards and best practices, including coding and maintenance using HTML, CSS, responsive design, modem coding languages, image archives and other modern coding technologies as appropriate; collaborates with the marketing team in search engine optimization (SEO), web forms, chat features and other functions that enhance user experience; communicates design ideas using process flows, site maps, and wireframes; coordinates as appropriate with back-end developers to ensure web and application logic is properly integrated; promotes file-naming standards so published files can be migrated to multiple platforms; collaborates with other web support and ITS staff to improve the effectiveness and efficiency of websites and content management system.

ORGANIZATIONAL RELATIONSHIPS

This position reports to the designated Information Technology Services supervisor or administrator.

WEB DESIGNER
JOB DESCRIPTION - CONTINUED

MINIMUM QUALIFICATIONS

Training and Experience

Bachelor's degree in Information Technology, Computer Science, or related field and four years of increasingly responsible experience in web design and maintenance. Experience may be substituted for education.

DESIRABLE QUALIFICATIONS

Knowledge and Abilities

Knowledge of: principles and applications of website design, including site responsiveness, web browsing and enhancement tools and applications, contemporary web authoring tools, web scripting languages, web server functions, configuration tools and procedures. Understanding of web-based and Content Management Systems; methods and techniques of editing, publishing, granting access and modifying web content; cross browser compatibility and cross platform issues. Knowledge of the principles of graphic layout, web design, color, typography, search engine optimization (SEO), User Experience and User Interface (UX/UI) design, accessibility, ADA requirements and Web Content Accessibility Guidelines (WCAG). Understanding of modern computer graphics design, video, multimedia and animation tools for web and mobile design, layout and aesthetic design principles; excellent English usage, grammar, spelling, punctuation and vocabulary.

Ability to: design, implement, and maintain a Content Management System; create and maintain both static and database driven web pages; ensure that applicable standards such as HTML validity and link liveliness are met; collaborate with management and team members to implement new website design projects; promote the proper use of HTML, CSS, responsive design and modern coding languages; ensure web pages have a consistent interface across multiple platforms; maintain ongoing design for multiple websites using templates, artwork, design standards and content management systems; utilize enterprise graphic design software and other visual design tools; translate institutional objectives into web solutions. Capability to effectively communicate creative ideas; plan, organize and execute work independently and lead projects to completion within established timelines; understand user interface issues; operate and use multi-platform personal computers; attend training and keep abreast of web developing standards; compile and maintain a Frequently Asked Questions (FAQ) page as required. Demonstrated sensitivity to, and understanding of, the diverse academic, social, economic, cultural, disability, and ethnic backgrounds of community college students and staff. Ability to establish and maintain effective and cooperative working relationships with members of the user community and Information Technology personnel while exhibiting tact, patience, and diplomacy. Exhibit proficiency in clear and concise verbal and written communication.

Physical Requirements: Ability to use a computer workstation throughout the workday.

Board Approved: December 13, 2021