

JOB INFORMATION

Job Code	OC19
Job Description Title	Communications & Marketing Website Designer
Pay Grade	MC10
Range Minimum	\$58,080
33rd %	\$71,630
Range Midpoint	\$78,410
67th %	\$85,180
Range Maximum	\$98,740
Exemption Status	Exempt
Approved Date:	10/30/2024 10:29:05 AM

JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Media Services

JOB SUMMARY

The Communications & Marketing Web Designer focuses on the visual and user experience aspects of website design, creating aesthetically pleasing layouts, wireframes, mockups, and prototypes while ensuring usability and accessibility. Collaborates with development teams by providing detailed design specifications and feedback, and support users with training and quality assurance.

RESPONSIBILITIES

<ul style="list-style-type: none">• Designs visually appealing websites and web pages for internal and partner projects on campus.• Creates user flows, wireframes, mockups, and prototypes optimized for various devices and interfaces.• Makes strategic decisions regarding design and user experience for both existing and new features.• Analyzes project requirements and formulate questions to gather the necessary details for effective design and maintenance.• Collaborates with the web development lead and web/digital project manager to develop plans that adhere to team standards and best practices, including defining and breaking down tasks required to complete web projects.• Trains and guides others on utilizing website features and functionality.• Supports the quality assurance process to ensure design and usability standards are met.
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SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	No supervisory responsibilities.
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MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Bachelor's Degree	no specific discipline.		5 years of	experience with website design is required. Experience with Cascade CMS (content management system) and working in a higher education environment is desired. Experience with User Experience (UX) and Interaction Design (IX) Design is desired.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of web standards and how to remedy web accessibility issues.	
Understanding of graphic design fundamentals.	
A creative problem solver with critical thinking skills and strategic curiosity on how to make websites and web pages better.	
Knowledge and understanding of user-centered design (UCD), mobile-first and responsive design.	
Ability to apply new technologies and strong analytical and troubleshooting skills.	
Familiar with web technology, including HTML, CSS, JavaScript, PHP, FTP, Photoshop and Dreamweaver, and standard UX software.	
Ability to effectively manage multiple concurrent projects; use time management, prioritization skills, and independent judgment.	
Self-motivation with ability to work independently and in a team environment.	
Be passionate about all things design and innovation. Research and showcase knowledge of latest trends and technologies.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/Desired	
None Required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category: Other

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting					X	
Lifting	X					
Climbing		X				
Stooping/ Kneeling/ Crouching			X			
Reaching			X			
Talking					X	
Hearing					X	
Repetitive Motions					X	
Eye/Hand/Foot Coordination					X	

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold		X			
Extreme heat		X			
Humidity		X			
Wet		X			
Noise		X			
Hazards		X			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

Vision Requirements:
Ability to see information in print and/or electronically.

Travel Requirements:
None Required