



Position Title:	Web Designer	Job Code:	3512
Reports To:	Information Architect	Job Group:	PENC
Department:	Web Services	Salary Grade:	14
Prepared By/Date:	Andrew Seaga/4-28-2009	FLSA Status:	Exempt
Approved By/Date:	Andrew Seaga/6-22-2009		
Revised:	Jennifer C. Brito/6-22-2009		

Summary: The Web Designer is a critical position requiring artistic talent, and collaboration and is responsible for the conceptual development and execution of artistic concepts for Web sites, micro sites, banner ads, demos, videos, motion graphics and interactive branding. This role will play a key part in the Web Services department from conception to development of a strategic and sustainable aesthetic that supports client business goals and brand strategy.

Essential Duties and Responsibilities:

- Creates usable, innovative web interface designs and modifications as needed
- Creates graphics, banners and flash animations
- Works closely with key personnel to establish project guidelines that consistently support branding and messaging initiatives
- Follows principles of good web design
Designs layouts that are compliant to section 508 standards

Knowledge, Skills and Abilities:

- Has experience with online marketing initiatives including web banners, web casts, online video technologies, email marketing as well as an in-depth knowledge of the best practices of their use
- Expert in Dreamweaver, Flash, ActionScript, HTML and CSS, video editing programs are a plus
- Proficient in Adobe Create Suite
- Strong attention to detail.
- Strong written & oral communication skills.
- Ability to maintain a high level of attention to detail.
- Ability to shift between a creative and a technical focus depending on the project need and/or the type of project
- Ability to work effectively in a multi-ethnic/multi-cultural environment with students, faculty and staff.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

While performing the duties of this job, the noise level in the work environment is usually quiet.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit and reach with hands and arms. The employee is regularly required to stand and walk; use hands to finger, handle, or feel objects, tools, or controls; and talk or hear. Light physical effort and may require handling of average-weight objects up to 10 pounds.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Essential Personnel:

Non-essential

Minimum Requirements:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

- Bachelor's degree in MIS or Computer Science and five (5) years of experience or a Master's degree and one (1) year of experience.

ACKNOWLEDGEMENT

I have read and acknowledge receipt of a copy of my job description.

Signature

Date

Printed Name