

**TITLE:** Web Designer (FLSA: Exempt)

**JOB SUMMARY:** This position is responsible for ongoing design, development, and management of all Internet and Intranet applications; utilizes communication and Web programming skills and technology expertise to produce and implement new features and content areas and make appropriate changes, updates, and upgrades; works with a variety of departments and schools in the district.

**ESSENTIAL JOB FUNCTIONS:**

- Develop and maintain design of district's Internet and Intranet presence, based on administrative priorities, policy directions, and educational goals.
- Design and quickly implement creative, clear and effective web pages.
- Develop new concepts and innovative ideas through creative graphics and layouts.
- Create enhancements and modifications to web sites; organize and maintain the sites.
- Produce a consistent visual image on the web sites including maintenance of templates and image archives.
- Develop, research, write, edit and create layout for new sections/features.
- Create image links and ensure that links are up to date.
- Update information on pages and databases so that content is current.
- Respond to a variety of web-related requests across departments; fulfill several project requests simultaneously while meeting tight deadlines.
- Ensure that web sites are accessible from a variety of different environments.
- Ensure that images are delivered to the viewer at sufficiently high speed and quality.
- Troubleshoot and repair bugs and problems.
- Conduct day-to-day maintenance of web content.
- Assess new standards, technologies and trends, and formulate strategies and plans for future enhancement of web sites.
- Perform miscellaneous job-related duties as assigned by the Director of Public Information.

**MINIMUM QUALIFICATIONS:**

- Bachelors Degree is preferred. (Experience in web design can be substituted for education.)
- Minimum of three years' experience in creating and managing Web sites; ideally will have worked as a Web designer in an educational setting.
- Need not be a programmer, but should be familiar with the work programmers perform.
- Be familiar with or able to learn some of the following design software and authoring tools: Dreamweaver, Flash, Fireworks, PhotoShop, Acrobat, Microsoft Office Applications, HTML/XHTML, JavaScript, Perl, PHP, MySQL, etc.
- Portfolio of work is required.

Must demonstrate a successful level of the knowledge, skills and abilities listed below:

- Knowledge and understanding of current authoring languages, editing and authoring tools, and related website technologies.
- Ability to effectively manage time and schedules.
- Interpersonal and communication skills and the ability to work effectively with a wide range of constituencies in district.
- Ability to work independently and as a member of a team.
- Problem solving, decision-making and project management skills.
- Ability to utilize computerized word processing and internet software.
- Ability to create, compose, and edit written materials.
- Attention to detail.
- Skill in computer graphics and layout.
- Ability to create and analyze reports.
- Ability to keep abreast of, evaluate, and learn new internet and authoring technologies relevant for website development.
- Ability to multitask and meet deadlines.

**TERMS OF EMPLOYMENT:** 12 months per year

**REPORTS TO:** Director of Public Information

**ACCOUNTABILITY:**

Performance of this job will be evaluated in accordance with provisions of the Board's policy on Evaluation of Support Services Personnel. The Superintendent reserves the right to review, revise, update, or change the jobs and any/all duties due to changes in job content, organizational structure, or state or federal laws.

**Signature of Evaluatee:** \_\_\_\_\_  
Signature indicates that the evaluatee has received the performance responsibilities and evaluation instrument for the position.

**Printed Name of Evaluatee:** \_\_\_\_\_

**Employee Identification Number:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Signature of Evaluator:** \_\_\_\_\_  
Signature indicates that the evaluatee has reviewed the performance responsibilities and evaluation instrument for the position and has so indicated to the evaluator.

