THE UNIVERSITY OF WYOMING
JOB DESCRIPTION

This is a description of a staff position at the University of Wyoming not a job opening announcement. Look for current job openings at the following link: UW Human Resources.

The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

Job Title: WEBSITE DESIGNER/DEVELOPER, SENIOR

Reports To: Designated Supervisor

UW Job Code: 3090

UW Job Family: 38 – Computer Professional

SOC Code: 15-1255

FLSA: Exempt

Pay Grade: 23

Date: 9-1-10

JOB PURPOSE:

Design and develop visual and audio content for University public and internal online vehicles that support University marketing initiatives.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Design and develop institutional website using HTML, flash, and code stylesheets (CSS) for University use.
- Perform web work within a Cascade Server CMS environment.
- Develop rich media content using programs such as Final Cut Pro and other similar programs for institutional websites and external online channels such as Flickr, Facebook, LinkedIn, YouTube, and the like; utilize scripting to leverage third-party applications.
- Oversee institutional web pages to ensure brand consistency and marketing effectiveness.
- Provide graphic design and branding consultation and development.
- Develop print and interactive online training materials, and assist units through individual training and group workshops.
- Ensure all website designs follow the UW Brand Standards Manual and have compatibility with the Content Management System.
- Provide direct supervision to internal website interns and guidance to unit website managers and authors.
- Develop and publish institutional pages within the website including copy, profiles, photography and video.
- Troubleshoot website layout and rich media performance issues and direct issues to units for resolution.
- Test web page and rich media designs to optimize performance and track website effectiveness through google analytics.

- Design and develop print publications and identities/logos utilizing Adobe Creative Suite (CS4/CS5) or similar program.
- Participate in brand and marketing discussions, concept discussions, and strategy planning.

SUPPLEMENTAL FUNCTIONS:
- Keep current with new website trends, evaluate website technology, and make recommendations to improve processes.
- Provide direct supervision over interns.

COMPETENCIES:
- Attention to Detail
- Work Tempo
- Service Orientation
- Technical/Professional Knowledge
- Quality Orientation
- Initiative

MINIMUM QUALIFICATIONS:
Education: **Bachelor's degree in Computer Science, Graphic Design or similar field**

Experience: **3 years professional work-related experience**

Required licensure, certification, registration or other requirements: **None**

KNOWLEDGE, SKILLS, AND ABILITIES:
Knowledge of:

- Demonstrated leadership practices, methods and principles.
- Emerging computer technology trends for website development.
- Website standards and best practices.
- Flash and Action Script or similar web programming.
- Applications such as Photoshop, Illustrator, JavaScript, AJAX, Final Cut Pro or similar Non-linear editing software.
- Web usability with different media applications and web publishing workflow.
- Multi-format content publishing and syndication including RSS and podcasts.
- Graphic standards and University brand standards.
- Document institutional web changes and modifications.
- Basic research methods and cost estimating techniques.
- Website technology, principles and best practices.
- Troubleshooting methods for various media used on website (visual and audio).
- Advanced understanding of computers, software, hardware, and website applications such as HTML, flash, and code stylesheets (CSS).
- Applicable University, federal and state rules and regulations.

- Prioritization and scheduling of workload assignments.

Skills and Abilities to:

- Communicate effectively with diverse audiences, both orally and in writing.
- Work within a Cascade Server CMS environment.
- Design and develop visual and audio content for University public and internal online vehicles supporting marketing initiatives.
- Document changes and modifications to institutional website.
- Consult with and advise faculty, staff, students and others on website technology and development support.
- Train individuals and teach group workshops on website development.
- Translate technical web technology into understandable information for non-technical audiences.
- Use leadership methods and advanced level of understanding of web technology information to communicate effectively with University employees.
- Develop and publish institutional web pages to ensure brand consistency and marketing effectiveness.
- Create engaging, user-focused designs and presentations.
- Adapt to and learn new web or web media technologies.
- Demonstrate outstanding attention to detail.
- Implement consistent brand standards throughout designs.
- Work as a team member and foster a cooperative, collaborative work environment.

WORKING CONDITIONS:

Routine office environment. Exposed to video display terminal exposure regularly; exposed to electrical safety hazards rarely; hand and eye coordination with repetitive hand movement regularly; and may lift up to 50 pounds on occasion.

Authorized by UW HR Classification/Compensation, Human Resources

Employees may be requested to perform job-related tasks other than those specifically presented in this description. Participating in the University's hazardous waste minimization program is part of the job of each employee who uses (or may come in contact with) hazardous materials. Fair Labors Standards Act (exempt/non-exempt) is designated by position. University of Wyoming actively supports Americans with Disabilities Act and will consider reasonable accommodations.