

**Web Designer**  
**College of Business and Economics**  
**West Virginia University**  
**Position Announcement**

**DUTIES AND RESPONSIBILITIES**

List and completely explain the current duties and responsibilities of the position. Consider work performance over a 12-month period. Employees must use their own words to describe duties and responsibilities.

**Duties and Responsibilities**

- Create a web development plan that integrates with and complements the college strategic marketing and communication plan. Designs, develops, tests, and maintains a singular website for the College of Business and Economics, including department, program, unit, and student organization templates.
- Create templates, design navigation, plan the organization of the page layout, edit photographs, create graphics, convert documents to PDF, and edit website content. Work will be accomplished through the use of web development and graphic software such as DreamWeaver, FrontPage, Adobe Flash and Photoshop. HTML coding will also be required. Will also create and manage forms and databases to interface with websites using software such Cold Fusion, PHP, or .NET. Will collaborate with B&E IT concerning website as well coordinating with other WVU units.
- Develops content for various applications with emphasis on the communication, recruiting, and marketing through the College Web sites, including descriptive content, tailored to constituent interest, bios and stories, photos, streaming video, knowledge base and FAQs, and database info from individual departments, and organizations.
- Uses marketing information to develop new messages that coordinate with the official messages and communication goals of the college. Integrates social media such as Twitter, YouTube, Facebook, LinkedIn and others with web and content managers.
- Develops, designs, and maintains E-commerce websites for the College of Business and Economics. Responsible for ensuring that University policies are adhered to regarding revenue processing and transaction security. Enforces 508 requirements for accessibility.
- Manages file structure, user access, and applications on the B&E Web Server. Works with the B&E LAN manager to facilitate operating software or major hardware upgrades for the Web Server.
- The incumbent will develop multimedia and other presentation materials to be used in conjunction with College websites and marketing efforts. Uses appropriate software to build flash and streaming audio and video to create interactive dissemination of information.
- Motivates/organizes the College faculty and staff to work cooperatively in regards to web content/design; and establishes processes for the management and growth of the College's online presence.
- Ensures web and graphic designs are in compliance with University Advancement requirements.
- Supervises student workers on selected projects.
- Performs other miscellaneous job related duties as assigned.

**QUALIFICATIONS**

**Education/Knowledge**

1. List the level and type of **minimum** education required to qualify for this position **not** for the incumbent.
  - A bachelors degree (graphics arts or computer science, or equivalent degrees) plus 2 or more years experience in web design and development
2. What licenses or certification(s) (e.g. electrician's license) if any, are **required** for the position? Specifically state the reason for this licenser requirement (supervisor's preference, state or federal law, etc.). None
3. What specific skills are **required** in order to carry out the duties of the position?

**General**

  - Proven knowledge of various operating systems and browsers.
  - Highly developed oral and written communication skills with the ability to explain original ideas and defend actions. Position requires tact, diplomacy, and persuasiveness.
  - Strong and effective communication and organizational techniques to meet deadlines while dealing with many departments.
  - Knowledge of all aspects of Microsoft Office components
  - Knowledge of general office equipment
  - Working knowledge of servers, user issues, uploading files, and file management
  - Ability to work independently and/or cooperatively as needed

- Strong ability to manage clients and survey their needs
- Demonstrated ability to work on time-sensitive projects that must be completed by deadline.
- Ability to take direction with minimal supervision.

**Technical**

- Proven high level knowledge of software such as Adobe Photoshop, Adobe Flash, Dreamweaver, PHP, FrontPage, .NET, and ColdFusion.
- Other skills and knowledge
  - Using Cascading Style Sheets (CSS)
  - Editing of photographs
  - Creating graphics and templates
  - Designing website navigation
  - Planning the organization of the page layout
  - Converting documents to PDF
  - Editing website content
  - Creating forms and databases to interface with websites
  - Building flash and streaming audio and video files
- Knowledge of HTML coding with the ability to create, edit, and read code.
- Experience managing a web server
- Knowledge of social media including Twitter, Facebook, YouTube, LinkedIn and others.

**Experience**

In addition to the knowledge/education, please describe the type and **least** amount of **prior directly related** work experience typically required, if any, for a person coming into this position. Experience listed here is considered as concurrent not cumulative.

Type of Experience Needed

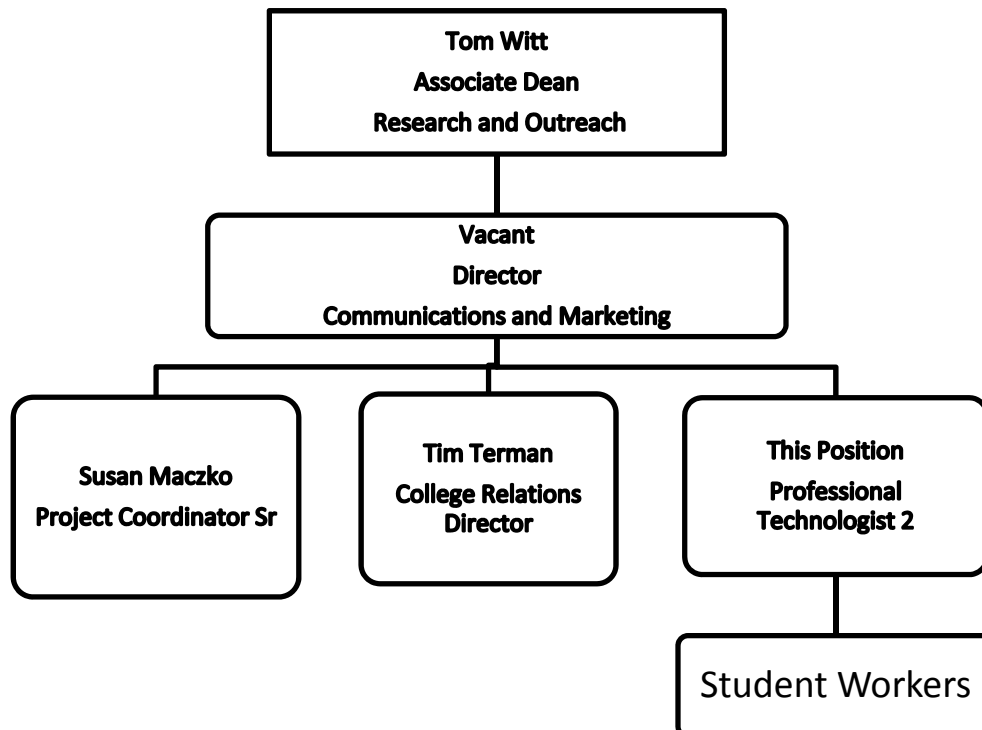
- Experience in web graphic design and development and management of e-commerce sites and databases with web interfaces.

Amount of Experienced Needed (Months/Years)

- 2-3 years

**ORGANIZATIONAL REPORTING RELATIONSHIPS**

- PLEASE ATTACHE A FLOW CHART FOR YOUR ENTIRE DIVISION AND/OR DEPARTMENT TO THIS FORM. **FAILURE TO PROVIDE THIS FLOW CHART WILL RESULT IN A DELAY IN THE PROCESS!**



To apply, send a letter of application, a current resume, a portfolio of designs and projects relevant for this position, and contact information for 3 references to: [becommsearch@mail.wvu.edu](mailto:becommsearch@mail.wvu.edu). Review of completed applications will begin September 1, 2009 but will remain open until filled.