UNIVERSITY OF WISCONSIN-SUPERIOR  
POSITION DESCRIPTION

Working Title:        Web Designer
Hays Hill Title:     IS Specialist
Reports to:          Marketing and Communications Chair
Position Details:    Academic Staff, 100%, Annual, Renewable

Position Summary: The Web Designer is responsible for creating, improving and maintaining content on UW Superior’s website. Functional duties will include managing the content, design and maintenance of the university’s web content management system. The Web Designer will be direct point of contact for client requests and will coordinate with Technology Services Department for infrastructure maintenance. The Web Designer will work within the University Marketing and Communications Department and collaborate with the team on the development of web content and evaluation of digital and content marketing strategies.

Duties and Responsibilities:

Web Design, Development and Support
• Evaluate, design, develop, and oversee the uwsuper.edu website, utilizing the CommonSpot web content management system
• Manage content management system security including LDAP, SSL and ColdFusion settings
• Troubleshoot and resolve website problems
• Collaborate with University Marketing and Communications team to update webpages and landing pages for improved user experience and search engine optimization using Google Analytics and current best practices
• Keep users and management informed of progress and project status
• Coordinate projects with university stakeholders and external agencies
• Ongoing support of campus mobile application
• Organize, manage, and lead web projects, assist with requests for managed webpage support and provide timely response
• Support and enhance the design of university webpages
• Provide conversion support for the webpages
• Support semi-centralized web content editing in cooperation with the University Marketing and Communications Department
• Support UW-Superior campus website-related applications including forms, event calendar, news, surveys, and other UW-Superior website-related database applications
• Develop and enforce web policies, e.g. content editing standards and URL naming conventions
• Assist with integration of the content management system with the student information system and other systems as needed
• Support webpage link integrity and content expiration
• Provide consistent and accessible documentation of processes, procedures, and customizations
• Provide support for UW-Superior’s intranet as needed

Web Site Patches and Upgrades and Security
• Research new modules and upgrades made available by vendor. Work with Technology Services Department to thoroughly test modules and upgrades prior to production installation
• Work with Technology Services Department personnel and functional users to schedule and guide testing efforts of new and modified functionality
• Perform UW-Superior website-related systems security administration audits

**Miscellaneous Duties**
• Supervise student employees to leverage productivity
• Learn new technologies that can potentially automate processes and improve productivity
• Keep up to date on website best practices, and how these best practices could be employed on the website
• Think strategically about future iterations of the website to meet the needs of multiple audiences
• Provide secondary support to other campus software applications
• Complete mandatory trainings, professional development and other duties as assigned

**Knowledge, Skills, and Abilities:**
• Enthusiasm for learning new technologies and content management systems to manage and maintain web content
• Critical and creative problem-solving skills
• Excellent personal skills and communications skills evidenced by positive, collaborative working relationships with functional users, colleagues and management
• Experience in developing and maintaining effective web-based content
• Ability to assess and prioritize multiple projects and requests
• Flexibility to adapt to unexpected and time sensitive demands
• Demonstrated understanding of best practices in search engine optimization, information architecture, navigation, user interface, usability, accessibility standards and testing
• Working knowledge of Google products and advertising platforms
• Knowledge of principles and best practices related to writing for the web and search engine optimization
• Demonstrated knowledge of the function and makeup of Microsoft SharePoint, Teams and other Office applications
• Knowledge of mobile application development environments such as PhoneGap, iOS, and Android
• Knowledge with server/network environments such as Windows Server 2012, IIS, SQL Server/Manager

**Required Qualifications:**
• 2+ years’ experience with web content management, webpage design and web statistics
• 2+ years’ experience using multimedia and web development with tools such as Integrated Development Environments (such as Dreamweaver), Photo Editing Software, etc.

**Preferred Qualifications:**
• Bachelor's degree in Multimedia Design, Web Development, Computer Science, or a related discipline
• Experience with system upgrade testing and applying vendor patches and upgrades
• Experience with the development of an intranet
• Experience with website redevelopment projects
• Experience with Windows-family operating systems and productivity tools such as Microsoft Office family, including email and calendaring
• Experience leading system upgrade testing and applying vendor patches and upgrades
• Experience with e-commerce and PCI standards
• 2+ years’ experience using web programming technologies such as HTML5, XML, JavaScript/jQuery, CSS, PHP.net and ColdFusion