



# WESTMONT

## **Web and Digital Media Designer (Full-time - 40hours/wk; 12 months)**

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Enrollment, Marketing and Communications Division

### **Position Summary:**

Provides strategic insight, creative and editorial direction on design and interactive content of the college's website and digital media. Advises and assists campus departments with web design and content development. Works closely with the college webmaster and staff members in EMC to anticipate and initiate changes to design and content.

### **Requirements:**

Requires a B.A. or B.S. in computer science, communication, graphic design or a related field of study. One to two years of web design experience. Experience with web design, digital media, writing or marketing preferred. Personal affirmation of the Christian mission of Westmont College and the Community Life Statement and adherence to its behavioral expectations required. Preferred skills include: proficiency with HTML, CSS, Drupal, Salesforce, JavaScript, Photoshop, Illustrator and Git; experience with Responsive Web Design principles and frameworks such as Bootstrap; knowledge of PHP and JSON desirable; familiarity with basic graphic design concepts; demonstrated proficiency in written and verbal communication, creativity and innovation; leadership skills, including excellent conflict resolution and decision-making; ability to work with a team as well as independently; ability to build rapport with a broad constituency; detail- and quality-oriented; flexible and willing to compromise; able to take criticism; strong organizational skills; ability to exercise independent judgment and discretion; ability to manage several projects simultaneously.

### **Responsibilities:**

Provides creative and editorial direction and leadership to the design and content on the college's front page and comprehensive website.

- Build and enhance Drupal templates and components on the Westmont website to add abilities and designs not included in the existing site and design.
- Design and develop engaging and interactive pages to create an appealing and effective website that accurately reflects the college's brand image and quality and strengthens student recruitment and fundraising efforts.
- Create and design landing pages that align with and support marketing and advertising campaigns
- Build new websites and supportive digital media as needed for marketing collateral including Westmont magazine, the Phoenix, the provost's and president's reports and faculty and staff directory
- Cultivate relationships with Westmont administrators, faculty and staff and advise them about the content and design of departmental sites to ensure timely and accurate web representation of departments and the college's brand image.
- Train faculty and staff on Drupal, manage user groups, and provide support for people responsible for maintaining their department's website.
- Observe and interface with college's social media platforms, including YouTube, Facebook, Instagram, Twitter, SEO, Google adwords, digital placements and digital marketing.
- Interface and work with the Drupal developer in IT to enhance user experience.
- Direct student workers to update sites such as events calendars and prepare materials for online publication.
- Conduct periodic usability surveys and assessments.
- Review web analytics, including Google analytics, prepare monthly reports, and make changes based upon user patterns and trends

- Serve as managing editor of the online version of Westmont magazine, providing leadership and direction; strategize innovative and interactive presentation of the online version of publications; conceptualize content with keen attention to current trends, news worthiness, and readability.
- Attend conferences/seminars addressing issues related to web design, digital media, Drupal, and effective communication.
- Serve as lead responder for web posts during crisis communications management
- Work on other projects as assigned by EMC.
- Work effectively with others by sharing ideas in a constructive and positive manner; listen to and objectively consider ideas and suggestions from others; keep commitments; keep others informed of progress on projects, timetables and issues; address problems and issues constructively to find mutually acceptable and practical solutions; address others in a respectful manner; and respect the diversity of our workforce in actions, words and deeds.
- Expectations for workplace demeanor include but are not limited to: working collaboratively and harmoniously with others by sharing ideas and resources willingly, constructively and positively; listening to and objectively and respectfully considering the ideas and perspectives of others; readily admitting and correcting personal mistakes; meeting commitments; keeping your supervisor (and others who may be affected) informed about work progress; addressing problems willingly and constructively to discover practical and lasting solutions acceptable to all parties; working promptly toward reconciliation and forgiveness during conflict; respecting the diversity of our community in words and deeds. Westmont expects employees to avail themselves whenever necessary, demonstrating flexibility and openness to new requests and responsibilities in order to foster an environment of collaboration.
- Performs other duties as needed.

Reports to: Director of Marketing and Events and Vice President of EMC

6.2022