

WESTMONT COLLEGE

Web and Digital Media Designer **Enrollment, Marketing and Communications**

Position Summary: Provides strategic insight, creative and editorial direction on design and interactive content of the college's website and digital media while advising and assisting others 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.

Qualifications: Requires a B.A./B.S. in computer science, communication, graphic design or a related field of study and one-two years of professional web design experience and personal affirmation of the Christian mission of Westmont College and the Community Life Statement and adherence to its behavioral expectations. Experience with web design, digital media, writing or marketing preferred but not required. Other required 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.
- Builds and enhances Drupal templates and components on website to add abilities and designs not included in the existing site and design.
- Designs and develops 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.
- Creates and designs landing pages that align with and support marketing and advertising campaigns.
- Builds 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.
- Cultivates relationships with faculty and staff and advises about the content and design of departmental sites to ensure timely and accurate web representation of departments and the college's brand image.
- Trains users on Drupal, manages user groups, and provides support for those responsible for maintaining their department's website.
- Observes and interfaces with college's social media platforms, including YouTube, Facebook, Instagram, Twitter, SEO, Google adwords, digital placements and digital marketing.
- Interfaces and works with the Drupal developer in IT to enhance user experience.
- Directs student employees to update sites such as events calendars and prepare materials for online publication.
- Conducts periodic usability surveys and assessments.
- Reviews web analytics, including Google analytics, prepares monthly reports, and makes changes based upon user patterns and trends
- Serves as managing editor of the online version of Westmont magazine, providing leadership and direction; strategizes innovative and interactive presentation of the online version of publications; conceptualizes content with keen attention to current trends, news worthiness, and readability.
- Attends conferences/seminars addressing issues related to web design, digital media, Drupal, and effective communication as requested.
- Serves as lead responder for web posts during crisis communications management.
- Works on other projects as assigned by EMC.
- Works 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.

Reports to: Director of Communications

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