POSITION DESCRIPTION

Graphic Web Designer

Definition of Class
This is a professional position in which the incumbent plans, creates and codes web pages, using both creative and technical skills to produce websites meeting the varied needs of University departments campus wide. The incumbent provides centralized design and development services for web creation and development, and may also be responsible for the maintenance of an existing website. The duties involve organizing, creating, designing, and executing a variety of web-based materials. This position reports to the Manager of Web Design Services/Network Administrator, within the Department of University Communications.

Examples of Work Performed
Designs and develops web sites for University clients.

Meet with clients to discuss their web site needs and assists clients with maintenance of WordPress sites, or development of e-blasts and/or or e-newsletters.

Provides training to clients to enable them to make web site content changes.

Utilizes WordPress to install themes, update information, etc. and customizes the UM WordPress template when needed.

Organizes web content, creating a logical flow and ease-of-use for the user to navigate the website and take action.

Provides mark up and coding of webpages utilizing CSS, HTML, and JavaScript libraries.

Converts existing HTML web sites to UM WordPress theme and utilizes knowledge of responsive design.

Creates digital publishing components such as e-blast, e-newsletters, apps, etc.

Assists in designing university materials such as, brochures, viewbooks, catalogs, booklet and magazines, as needed

Stays abreast of new techniques and technology related to web and/or print design, such as InDesign, Photoshop, Illustrator, Dreamweaver, and other Adobe applications.

Performs similar or related tasks.

Essential Functions
These essential functions include, but are not limited to, the following. Additional essential functions may be identified and included by the hiring Department.

1. Designs and develops technical and graphical aspects of web pages.

2. Creates digital publishing components such as e-blast, e-newsletters, apps, etc.

3. Provides training to clients to enable them to make web site content changes.
**Minimum Qualifications**
These minimum qualifications have been agreed upon by Subject Matter Experts (SMEs) in this job class and are based upon a job analysis and the essential functions. However, if a candidate believes he/she is qualified for the job although he/she does not have the minimum qualifications set forth below, he/she may request special consideration through substitution of related education and experience, demonstrating the ability to perform the essential functions of the position. Any request to substitute related education or experience for minimum qualifications must be addressed to The University of Mississippi's Department of Human Resources in writing, identifying the related education and experience which demonstrates the candidate's ability to perform all essential functions of the position.

**Physical Requirements:** These physical requirements are not exhaustive, and additional job related physical requirements may be added to these by individual agencies on an as needed basis. Corrective devices may be used to meet physical requirements.

- **Physical Exertion:** The incumbent may be required to lift up to approximately 20 pounds.

- **Vision:** Requirements of this job include close vision and color vision.

- **Speaking/Hearing:** Ability to give and receive information through speaking and listening.

- **Motor Coordination:** While performing the duties of this job, the incumbent is frequently required to sit; use hands to finger, handle, or feel; and reach with hands or arms. The incumbent is periodically required to talk and hear. The incumbent is occasionally required to stand and walk.

**Experience/Educational Requirements:**

- **Education:** Bachelor’s Degree in graphic design or a related field from an accredited four-year college or university.

  AND

- **Experience:** Two (2) years of experience related to the above described duties.

**Substitution Statement:**
Related experience may be substituted for education, on a basis set forth and approved by the Department of Human Resources.

**Interview Requirements**
Any candidate who is called for an interview must notify the Department of Human Resources in writing of any reasonable accommodation needed prior to the date of the interview.

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