JOB TITLE: Web Content Developer
DEPARTMENT: Development
SUPERVISOR: Chief Development Officer
FLSA STATUS: Non-Exempt

MAJOR PURPOSE:

The Web Content Developer works with other WJU departments to create web page content. Responsible for development, maintenance, and documentation of website content, code, and web applications and will design and produce online communication collateral and print collateral that supports and enhances the overall mission and image of William Jessup University and its online and print presence. Uses programming, scripting, and markup languages such as PHP, JavaScript, HTML, and CSS

PERFORMANCE RESPONSIBILITIES:

1. Conceptualize, design and produce intuitive, user-friendly, aesthetically excellent, thematically appropriate and technically efficient web pages that adhere to solid web practices and standards.
2. Use web tools and resources to ensure all aspects of the University web site and University intranet are current, well designed, and properly maintained. Design and prepare design elements (images, graphics) for the web.
3. Provide creative insight and direction as needed when consulting with staff, faculty, and students on various online and print projects.
4. Manage projects assigned, maintaining clear communication with supervisor.
5. Create new and enhance existing user interfaces for web-based applications.
6. Conceptualize, design and produce print media as needed, assist in marketing efforts, and provide support with writing and editing electronic and print content.
7. Provide graphic support in the design and review of university print medium such as advertisements and brochures.
8. Provide graphic support in the design and review of internal and external University pieces. Various projects will be designed by outside designers as determined necessary. Responsible for overseeing and evaluating outside designers and vendors to completion of project.
9. Uses web tools and resources to coordinate and maintain the University web site.
10. Provides training and technical assistance to page managers.
11. Ability to provide excellent internal customer service to all University departments for Website and Graphic needs.
12. Any and all duties assigned by direct supervisor.

QUALIFICATIONS
EDUCATION/CERTIFICATIONS:

- College degree and/or equivalent experience in Graphic Design and Web development
- Experience in desktop publishing concepts and standards; word processing techniques and standards
- Background or skills in publishing, editorial operations or desktop publishing
- Experience in editorial content creation or multipurpose

REQUIRED KNOWLEDGE:

- Demonstrated fluency in Windows environment, Windows XP and Microsoft Office.
- Proficiency in supporting software such as QuarkXpress, InDesign (preferred), Photoshop, Adobe Illustrator, Freehand and Powerpoint.
- Must have excellent working knowledge of IIS, HTML, VBScript, JavaScript, ASP.Net, XML, Visual Basic, Dreamweaver MX, Fireworks MX, and Flash.

- Individual must have demonstrated skills and verified experience in web application programming, webmaster duties in a Windows and Linux environment, Adobe graphical tools, graphic manipulation and creation, and strong knowledge of web authoring tools.
- Database expertise in one or more of the following databases: SQL Server or MySQL.

SKILLS/ABILITIES:
- Five or more years experience in design and page layout software
- Significant experience in developing and maintaining web sites
- Ability to design graphical layouts for publications
- Exposure to Windows operating systems and computer hardware
- Excellent oral and written communication abilities and organizational skills
- Strong interpersonal skills with the ability to interface with staff, faculty, and students
- Calm, professional demeanor, ability to work independently as well as in groups
- Strong organizational skills and detail orientation
- Strong customer service perspective; as well as a focus on achieving practical results

WORKING ENVIRONMENT:

The employee agrees to promote the values and mission of WJU as a private Christ-centered University and live a life consistent with biblical principles. All employees of the University are expected to firmly support without reservation the William Jessup University doctrinal statement of personal Christian faith.

WORKING CONDITIONS:

The employee is regularly in a typical office environment with adequate light and moderate noise levels. No hazardous or significantly unpleasant conditions. Air-conditioned buildings; tile, concrete and carpeted floors; adjustable workstation with ergonomic keyboard is provided.

PHYSICAL ACTIVITIES AND REQUIREMENTS OF THIS POSITION:

While performing the duties of this job, the employee is regularly required to talk or hear and frequently required to stand, walk, sit, and use hands to handle files, computers, and phones; reach with hands and arms; stoop, and kneel. Frequent and regular repetitive movements required using the wrists, hands, and/or fingers. The employee will occasionally lift and/or move up to 40 pounds. Specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

The above statements and job description is intended to describe the nature and level of work being performed within this job. They are not intended to be an exhaustive list of all responsibilities, duties and tasks. Other similar or additional duties are to be performed or assigned. Job descriptions are not intended as and do not create employment contracts. William Jessup University maintains its status as an at-will employer. Employees may be terminated for any reason not prohibited by law.

I acknowledge I have reviewed the content of this job description and understand that if I have any physical limitations or require any reasonable accommodations in order to perform my job, I must immediately inform administration.

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Employee Signature   Date