



POSITION DESCRIPTION

POSITION INFORMATION	
Position Title	Today's Date
Web Designer & Content Manager	September 23, 2024
Position Classification	Appointment (9mos. / 12 mos. / Other)
1462	12 months
Normal Position Work Dates	FLSA
07/01 - 06/30 (12 Months)	Exempt
FTE (1.0 is Full-Time)	Classification Title (Classified Only)
1.0	Information Technology Consultant Competency Level 3
Department/Division	Work Location
Marketing & Communications	Monmouth, POLK
Reports to	Reports to Position Number
Director of MARCOM	E99734
Incumbent	Position Number
	E99562

SUMMARY
Please provide a brief summary of the position.
<p>The Web Designer & Content Manager will provide web design support for Western Oregon University departments, student groups, and other areas as needed. This position will provide XHTML/CSS expertise, end-user training and support, graphic artistry, and be the main campus resource for website usability. The position is also responsible for advising technical staff regarding accessibility features and Search Engine Optimization (SEO) for the main university website (wou.edu).</p> <p>This position is part of the Marketing & Communications department at Western Oregon University.</p> <p>The Marketing & Communications (MarCom) department provides oversight and services for internal and external marketing and communications for the entire university community. In addition to providing services for departments, they provide university-wide leadership for publications, graphic services, social media, web design, media relations, graphic identity/branding, writing, and editing. MarCom's purpose is to promote the university internally and externally in support of the university's mission and strategic plan.</p>

PRIMARY DUTIES AND RESPONSIBILITIES

This description covers the most significant essential and incidental duties performed by this position for illustration purposes and does not include other work, which may be similar, related to, or a logical assignment for the position. The position description does NOT constitute an employment agreement between the university and the employee and is subject to change by the university as the organizational needs and requirements of the job change.

JOB DUTIES**JOB DUTIES** (Please ensure the total of “% of Time” equals 100%)

% of Time	Duties / Responsibilities	Essential or Incidental
75%	<p>Campus Website Management: This position is responsible and accountable for the entire campus website. Works independently to manage the WOU website and webpage development and works with departments on their website needs.</p> <p>Enhance website design through the applied use of XHTML, CSS, and other appropriate web technologies. Ensure that information on the website is kept current and accurate.</p> <p>WordPress: This position is the primary expert and point of contact for everything WordPress. This includes the management of the WordPress tool, building and maintaining security groups, and building custom WordPress plugins/widgets. Also included is the development of custom CSS, theme customization, and utilization of Super Admin rights.</p> <p>Web Design: Initiate and enhance various complex campus projects including Digital Signage, WOU-produced videos, and special projects. Rapidly troubleshoot issues and introduce solutions as needed. Provide custom programming for specialized pages via JavaScript and PHP coding. Build specialized web layouts for high-profile tools such as Portal.</p> <p>Technical Expert: Understand and implement mobile (responsive) websites. Be a CSS specialist. Perform technical research, troubleshooting, and implementing solutions. Grant permissions to the campus website. Utilize Google Analytics to provide data to various areas on campus.</p> <p>Search Engine Optimization (SEO): Optimize high-profile pages on the main website to improve its visibility in search engine results. Provide training and resources to help end users understand and implement SEO best practices on their websites.</p> <p>Project Management: Initiate campus-wide projects and balance competing requests from various areas. Maintain and manage relationships with clients and external vendors.</p>	E
5%	<p>Digital Signage: Become the AppSpace (management tool) “Subject Matter Expert”. This includes learning all features, troubleshooting, and management of signs, networks, players, groups, users, and playlists.</p>	E

15%	Training: This position will provide direct training and support to end-users for WordPress. Providing this support is a critical component of MarCom's ability to help departments fulfill their mission. These users will vary from new web editors to experienced graphic artists. Train campus members on how to keep content on their sites appropriately up-to-date. Design, build, and maintain a WordPress training site and program including SEO training.	E
5%	Other duties as assigned.	E

EDUCATION and/or EXPERIENCE

Any combination of experience and training that would provide the required knowledge and abilities is appropriate. A representative way to obtain the required knowledge and abilities are below. **For classified positions, please see classification specifications found online at <https://fa.oregonstate.edu/classification-specifications>** to assist with the particular specifications for the position. Please contact Human Resources with questions.

EDUCATION			
Type of Education	Required	Preferred	Specific field, training or degree
High School Diploma or equivalent (GED)	X	<input type="checkbox"/>	
Associate degree (A.S., A.A.) or two- year technical certificate	<input type="checkbox"/>	<input type="checkbox"/>	
Bachelor's degree	X	<input type="checkbox"/>	
Master's degree	<input type="checkbox"/>	<input type="checkbox"/>	
Doctoral degree or equivalent (Ph.D., J.D., Ed.D.)	<input type="checkbox"/>	<input type="checkbox"/>	
Other (explain)	<input type="checkbox"/>	<input type="checkbox"/>	

EXPERIENCE			
Type of Experience	Required Years of Experience	Preferred Years of Experience	Notes
Detailed experience with PHP, XHTML, CSS, and Javascript.	2	2+	
Strong written and spoken communication skills.	2	2+	
Professional Web Design, construction, and visual communication.	4	4+	
Implementing WordPress at an Enterprise level.	1	2-4+	
Implementing and managing	1	2-4+	

WordPress Plugins			
	Choose an item.	Choose an item.	
	Choose an item.	Choose an item.	
	Choose an item.	Choose an item.	
	Choose an item.	Choose an item.	

SOFT SKILLS			
Soft Skill	Required	Preferred	Notes
Strong organizational skills.	X	<input type="checkbox"/>	
Written and spoken skills	X	<input type="checkbox"/>	
Strong customer service skills	X	<input type="checkbox"/>	
Project management	<input type="checkbox"/>	X	
Training employees	X	<input type="checkbox"/>	
Mange student workers	<input type="checkbox"/>	X	

CERTIFICATES, LICENSES, REGISTRATIONS			
(Select all that apply)	Required	Preferred	Please specify required professional license(s), registration(s), and or certification(s), if applicable:
<input type="checkbox"/> None			
Driver's license	X	<input type="checkbox"/>	
Eligibility for Professional license, registration or certification	<input type="checkbox"/>	<input type="checkbox"/>	
Professional license	<input type="checkbox"/>	<input type="checkbox"/>	
Registration	<input type="checkbox"/>	<input type="checkbox"/>	
Certification	<input type="checkbox"/>	<input type="checkbox"/>	

SUPERVISION		
Check the box next to each supervision level utilized by this position.		
Level 1	Positions at this level are not responsible for any supervisory functions or responsibilities but may occasionally be asked to orient and/or train new employees.	<input type="checkbox"/>
Level 2	Lead Capacity: Positions at this level are responsible for providing leadership and instruction in daily work or special project direction that is provided to personnel in similar job functions at comparable or subordinate levels. This work is limited to individuals in the same work unit. Positions are not responsible for hiring, firing, disciplinary actions, etc.*	X
Level 3	Positions at this level are normally responsible for some supervisory responsibilities, including providing daily work direction, making recommendations regarding hiring, disciplining, terminating employees, making pay adjustments, and/or making employee job/assignment changes. These jobs do not make independent employment related decisions.	<input type="checkbox"/>
Level 4	Positions at this level are normally responsible for a full range of supervisory responsibilities, including providing daily work direction, hire, discipline and terminate employees, make pay adjustments, communicate performance appraisals, approve absences, and/or make employee job/assignment changes	<input type="checkbox"/>

	subject to Department Head approval. This is the first full level of supervisory responsibility. Jobs at this level and higher are typically exempt.	<input type="checkbox"/>
Level 5	Positions at this level are normally responsible for a full range of supervisory responsibilities, including providing daily work direction, authority to hire, discipline and terminate employees, make pay adjustments, communicate performance appraisals, approve absences, and/or make employee job/assignment changes. Supervision will typically include both exempt and nonexempt positions which may include other supervisors.	<input type="checkbox"/>
Level 6	Positions at this level are normally responsible for full managerial responsibility including providing direction to other supervisors/managers regarding the supervision of their staff. Supervisory span will include direct and indirect reports, may cover multiple departments.	<input type="checkbox"/>

SUPERVISION CONTINUED

Level 7	The positions at this level are normally responsible for the overall management of the college, including providing direction to senior managers regarding the supervision of their staff. Final managerial authority and responsibility rests at this level.	<input type="checkbox"/>
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If Level 3 or above is selected, please list direct reports:

Job Title (i.e. "Student Employee", "Office Specialist 1")	Number of Employees Supervised with this Job Title

*A **lead role** typically will provide oversight of people, projects, or functions. Whereas a supervisor will hire, fire and have performance appraisal responsibilities. A lead may contribute to these processes but typically does not have final decision-making authority in employment decisions.

DECISION MAKING & FISCAL RESPONSIBILITY

For full definitions of terms in the drop down lists please see the Position Description Writing Guide on the Human Resources [Forms Page](#).

Scope of Decisions Made:	university-wide
Impact of Decision Made:	University-wide
Autonomy and Discretion:	Autonomy but with approval from supervisor
Fiscal Authority:	n/a
Fiscal Responsibilities:	n/a
Operating Budget (\$):	\$
Grant Funding (\$):	\$
Number of Grants:	
Foundation Funding (\$):	\$

Number of Foundation Funds:	
Agency (WOU) Funding (\$):	\$

WORKING CONDITIONS		
Typical Work Functions* (check all that apply)	<input type="checkbox"/> Balancing	<input type="checkbox"/> Carrying
	<input type="checkbox"/> Climbing	<input type="checkbox"/> Crawling
	<input type="checkbox"/> Crouching/ Stooping	<input type="checkbox"/> Driving
	<input type="checkbox"/> Feeling/Handling	<input checked="" type="checkbox"/> Keyboarding/Computer Use
	<input type="checkbox"/> Personal Protective Equipment	<input type="checkbox"/> Pulling/Pushing
	<input type="checkbox"/> Reaching	<input checked="" type="checkbox"/> Regular interaction with customers
	<input checked="" type="checkbox"/> Repetitive movement	<input checked="" type="checkbox"/> Sitting
	<input checked="" type="checkbox"/> Speaking	<input checked="" type="checkbox"/> Specific Work Schedule
	<input type="checkbox"/> Squatting	<input checked="" type="checkbox"/> Standing
	<input checked="" type="checkbox"/> Telephone Use	<input type="checkbox"/> Twisting/Bending
	<input checked="" type="checkbox"/> Walking/Running	<input checked="" type="checkbox"/> Writing

Typical Working Environment and Hazards* (check all that apply)	<input checked="" type="checkbox"/> Normal office environment	<input type="checkbox"/> Animals/Wildlife
	<input type="checkbox"/> Chemicals	<input type="checkbox"/> Confined Spaces
	<input type="checkbox"/> Darkness/Poor Lighting	<input type="checkbox"/> Dust/Fumes
	<input type="checkbox"/> Electrical Hazards	<input type="checkbox"/> Explosives
	<input type="checkbox"/> Fire Hazards	<input type="checkbox"/> Heights
	<input type="checkbox"/> Human-Source Material (e.g., blood)	<input type="checkbox"/> Indoor Temp Extremes (Heat/Cold)
	<input type="checkbox"/> Moving machinery/Heavy Equipment	<input type="checkbox"/> Near-Continuous Use of Video Display
	<input type="checkbox"/> Noise	<input type="checkbox"/> Pathogens
	<input type="checkbox"/> Potential Combative Work Environment	<input type="checkbox"/> Radiation
	<input type="checkbox"/> Traffic	<input type="checkbox"/> Vibration
	<input type="checkbox"/> Weather Extremes	

Lifting Demands*	Choose an item.
Additional Physical Demands or Work Conditions:	n/a
Frequency of Travel*	Choose an item.
Work Schedule (if not typical or specified)	M-F 8-5 with room for flexibility

ADDITIONAL REQUIREMENTS

Background/Education Check: A criminal background check will be completed as a condition of employment. Education checks are processed for positions requiring a formal degree as a minimum requirement. Reference checks will be conducted.

Equal Employment Opportunity: Western Oregon University is an equal opportunity employer that is committed to diversity, equity and inclusion in the workplace. We celebrate our inclusive work environment and encourage people of all backgrounds and perspectives to apply.

We embrace our differences and know that our diverse team is a strength that drives our success.

Accommodation Requests: Western Oregon University is committed to developing a barrier-free recruitment process and work environment. If you require any accommodations, please email us at employment[at]wou.edu and we will work with you to meet your accessibility needs.

Acknowledgement:

Employee Printed Name	Employee Signature / Date
Supervisor Printed Name	Supervisor Signature / Date
Maureen Brakke	Maureen Brakke Sept. 24, 2024
Reviewer (VP / Director)	Reviewer Signature / Date
HR Director	HR Director Signature / Date

HR USE ONLY:

Received by:	Date

Position Class #:	Employee Class	Job Location	Appointment Percent
CUPA-HR#/Title	NOC Code	Category Code	SOC Code
Actions Taken			
<input type="checkbox"/> NBAPBUD/NBAPOSN <input type="checkbox"/> NBAJOBS <input type="checkbox"/> PEAFACT <input type="checkbox"/> Electronically Filed			
NOTES:			