GORDON COLLEGE
Position Description

**Title:** Web Designer

**Function:** Under direction from the Web Team Leader, support the effectiveness and quality of Gordon’s online presence by designing and developing web content, reviewing submitted content, creating digital ads and landing pages, and working with departments across campus to achieve their web goals. The ideal candidate is a strong designer with familiarity of front-end web development and content strategy.

**Description of Duties and Tasks**

Continuous improvement for the website through design, content strategy and front-end development. Identifies areas where the website can be improved and works to address them on a regular basis.

Serve as liaison with all campus departments, but particularly coordinates with Admissions, Advancement and the Academic Dean to ensure the website is supporting recruiting and fundraising goals as well as new online and adult-learner initiatives.

Reviews and approves content drafted by other departments for posting on the web in a timely manner.

Supports digital marketing initiatives by designing and developing landing pages, digital ads, and tracking results for campaigns running on Google, Facebook, Instagram and more.

Assists in the development, promotion and implementation of website best-practices and standards. Maintains website editor training guide and trains new website editors.

Assists with other digital projects such as HTML emails, social media content and digital signage as needed.

**Required Knowledge, Skills and Abilities**

In order to fully perform the above functions, the incumbent must possess the following knowledge, skills and abilities, or demonstrate that the major responsibilities of the job can be accomplished, with or without reasonable accommodation, using some combination of skills and abilities.

- Must profess faith in Jesus Christ as Lord; must accept Gordon’s Statement of Faith; must practice Christian values in daily interactions with students, faculty, staff, and the public as outlined by Gordon’s Statement of Life and Conduct; and must work to advance Gordon’s mission through this position.
- Four-year degree in liberal arts or equivalent experience
- Strong eye for design: Ability to design in a responsive web environment, ability to select photos that communicate message effectively, proficient with Adobe Creative Suite applications such as
Photoshop, XD and Illustrator. Ability to communicate brand and follow a style guide for consistent design across platforms

• Thorough understanding of HTML and CSS languages. JavaScript or server-side experience a plus.
• Comfortable learning and working within various Content Management Systems
• Ability to translate internal initiatives to an external audience and strong communication skills to lead campus partners in that process
• Ability to proofread web content and ensure quality
• Comfortable multi-tasking and collaborating in a fast-paced environment

Code: OCC-WEBED-1
Grade: 4
FLSA Status: Non-Exempt