

# WEB DESIGNER

**Job Status:** Regular Full time - Exempt  
**Reports to:** Communications Director

**Department:** Creative  
**Updated:** March 2019

## PRIMARY OBJECTIVE OF POSITION

- I. Design and develop the various PULSE web platforms considering the overall PULSE web presence and online experience
- II. Execute all visual design stages from concept through development, working with outside web developers as needed
- III. Serve as internal IT support for the PULSE team

## CORE COMPETENCIES

- I. 2+ years professional (paid) web design experience
- II. Bachelors in Computer Science, Graphic Design, or related field OR 3+ years additional experience
- III. Basic knowledge of HTML and CSS is required
- IV. Advanced Photoshop and Illustrator skills
- V. Knowledge of WordPress standards and functionality

## RESPONSIBILITIES

### Website Design & Development

- Conceptualize original website design ideas that bring simplicity and increase user engagement
- Create wireframes, storyboards, user flows, process flows, and site maps
- Manage all technical backend of website including databases, domain hosting, and editors
- Develop and execute an SEO strategy to support marketing goals
- Stay up-to-date with the latest web trends, techniques, and technologies

### Design & Branding

- Establish and promote PULSE design guidelines, best practices, and standards
- Work closely with Art Director and creative team to ensure that the PULSE brand is consistent through all our platforms
- Be an active part of our Creative Incubation team—regularly contributing new ideas and direction for our online platforms

### IT Support

- Manage the server and network for the staff, troubleshooting as necessary to solve problems
- Set-up new staff with a computer and email; assist with computer problems as



they arise

- Assist Office Manager with printer and phone related issues (as they relate to the network and/or internet)
- Maintain relationships and contact outside vendors as necessary to assist with problems

### **Organizational Responsibilities**

- A follower of Jesus Christ and in agreement with the PULSE Statement of Faith, vision and mission.
- Develop strong relationships and work in cooperation with other PULSE team members.
- Team player and leadership skills in project management with strong interpersonal skills to oversee all necessary development, trouble shooting, and timely resolution to all technical aspects of PULSE.
- Professional demeanor and approach

### **Other Responsibilities**

- Engage in personal and team development opportunities presented by PULSE Leadership.
- Follow all policies and procedures outlined the PULSE employee manual.
- Assist and perform any and all other duties as assigned.