

**TITLE:** Marketing Specialist – Web Designer

**ROLE:** The Marketing Specialist will assist the Marketing Coordinator in the designated specialty area to support the promotion of the Recreation and Wellness Services programs, services and facilities.

**PAY RATE:** \$10.75

**CERTIFICATIONS:**

- Currently certification in American Red Cross First Aid and CPR for the Professional Rescuer and Blood Borne Pathogens or ability to obtain within first 30 days of employment.
- BCI and/or FBI background check within 30 days of beginning employment

**REQUIREMENTS:**

**Web Designer**

- Daily duties may include creating and editing web pages in the content management system. Content must follow our web standards and comply with web accessibility laws.
- Knowledge of various software products to create, migrate and/or maintain websites accurately in a fast-paced environment including, but not limited to Drupal (content management system), Siteimprove (quality assurance tool), Photoshop (photo editing), and Qualtrics (form creation).
- Other responsibilities including, but not limited to, supporting research efforts such as focus groups and usability testing, testing various applications and websites, auditing websites for content compliance.
- Skills preferred with HTML, content management system experience and familiarity with Associated Press style and web accessibility laws.

**RESPONSIBILITIES:**

Responsibilities include, but are not limited to, the following:

**Professionalism:**

- Attend all mandatory Departmental and area training/meetings.
- Take active role in Department special events and promotional activities.
- Adhere to the dress code of the Department.
- Maintain an orderly work environment by keeping work areas clean.
- Taking initiative to stay busy at all times by finding tasks to complete; may be unsupervised for short periods.

**Critical Thinking:**

- Handle conflict and respond to emergencies.
- Adhere to and enforce all policies and procedures set forth by department.
- Assist with development of marketing strategies.

**Leadership:**

- Recognize the strengths of self and others to reach common goals.

**Technology:**

- Utilize necessary software in an effective and efficient manner.

**Communication:**

- Read and respond to all Department and area emails.

- Engage in respectful, professional communication with all patrons and co-workers clearly via various methods including in-person, email, phone and virtual meeting platforms.
- Strong verbal and written communication skills

**Teamwork:**

- Work collaboratively with all areas and the public towards the Department's mission.
- Assist with staffing efforts for marketing tables, special events as assigned.

**Career & Self Development:**

- Participate in semester evaluations to measure professional development and work competencies.

**Equity & Inclusion:**

- Contribute positively to an inclusive environment.

**HOURS:**

- Assigned work hours based on availability. Maintain flexible hours to include evenings and weekends.
- Hours are set each semester and during break periods by the Senior Assistant Director, Guest Services and Marketing.
- Minimum hours per week = 10.

**APPEARANCE AND DRESS:** The Marketing Specialist will be clean and neatly attired while on duty.

**SUPERVISOR:** The Marketing Specialist immediate report is the Senior Assistant Director, Guest Services and Marketing in concert with the Marketing Supervisor(s).