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## WEB AND GRAPHIC DESIGN DEVELOPER

### **BASIC FUNCTION**

Under general supervision, combine art and technology to develop and create District websites, graphics for communications materials, including illustrations, logos, and websites; oversee websites' technical aspects; communicate with staff and stakeholders to ensure products accurately reflect the District branding, desired messages and effectively express information.

### **REPRESENTATIVE DUTIES**

*The classification specification does not describe all duties performed by all incumbents within the class. This summary provides examples of typical tasks performed in this classification.*

- Analyze and oversee the layout of public and employee websites for aesthetics, efficiency and effectiveness; design and implement web updates and enhancements to meet the strategic communications goals of the District; prepare graphics, text, tables and determine the size and arrangement of illustrative material and copy. "E"
- Analyze web content for accessibility; recommend changes to make content accessible and remediate accessibility issues. "E"
- Evaluate HTML code to ensure compatibility, validity, and sound structural integrity with multiple web browsers, mobile viewing devices, and other operating systems; monitor web system performance, address performance and operational issues, and troubleshoot performance issues; collaborate with Information Technology Services team members, web content management system vendors and others to address hardware or software issues affecting District websites. "E"
- Participate in continuing education activities and training to maintain updated knowledge of web software, HTML coding, web standards, and guidelines; maintain working knowledge of best practices and trends related to new and emergent communication tools and their uses as vehicles to support District communication goals. "E"
- Respond to and consult with district staff to ascertain project needs and goals; update web content and assist in coordinating web projects across departments as appropriate. "E"
- Develop layouts and production designs for forms, informational items, brochures, District reports and similar materials; create visual concepts to communicate ideas that inspire, inform, and captivate intended audiences. "E"
- Create and lead the creation of various communication products such as posters, graphics design, web design, and/or social media communications; monitor all phases of projects, from conception to delivery. "E"
- Evaluate the effectiveness and reach of communication strategies through the use of analytics and other analysis techniques; report on web traffic and reach of email communications; recommend improvements to district communication products, technologies, strategies or campaigns to increase stakeholder viewership and reach. "E"
- Recommend external vendors for multimedia and print production products; prepare requests for proposals, solicit bids and select vendors, in accordance with District policies and procedures; review orders for completeness, accuracy and quality. "E"
- Establish and maintain partnerships with internal stakeholders to ensure consistent web presence and standards; develop trainings and communicate District standards for websites' presence, promoting the District's and schools' activities in a comprehensive, positive, informed manner. "E"

- Collaborate with communications team and internal project leaders to identify, develop and promote opportunities that share district message and positive events. “E”
- Lead the development and implementation of district web communication standards; monitor various District communication mediums to insure adherence to standards. “E”
- Demonstrate a commitment to the Portland Public Schools Equity Initiative by developing a thorough knowledge and application of the district Racial Educational Equity Policy, Equity in Public Purchasing and Contracting and other board policies; participate in staff development, in-services and trainings related to diversity, equity and inclusion in the workplace and in K – 12 education; model appropriate behaviors; develop, recommend, implement and communicate improvements to school and business practices with awareness and understanding of their impact in a racially and culturally diverse community. “E”
- Oversee the activities of district contractors involved in web and graphic design and development; participate in the interview and selection processes. “E”
- May serve on district committees, initiatives or partnerships as assigned.
- Perform other duties as assigned

*Note: At the end of some of the duty statements there is an italicized “E”, which identifies essential duties required of the classification. This is strictly for use in compliance with the Americans with Disabilities Act.*

### **DISTINGUISHING CHARACTERISTICS OF THE CLASS**

The Web and Graphic Design Developer is the centralized classification responsible for website development and graphic design projects throughout the District. Employees in this classification participate in selecting web based platforms and software, generate acceptable district standards for departmental and school based web presence and assist in and/or develop multiple websites, web pages and communications materials on behalf of and for use and distribution throughout the District.

### **EMPLOYMENT STANDARDS**

#### Knowledge of:

Web Content Management Systems.

Web programming/coding.

Web applications, Microsoft Office Suite and other Windows-based applications.

Capabilities and limitations of computer systems and of techniques used in the design of web applications.

Knowledge of SharePoint, Google Analytics or similar software applications.

Knowledge of graphic design programs and multimedia applications.

Fundamentals of graphic design.

Communications media, public relations and marketing principles and their most effective uses.

District organization, operations and objectives.

The use and implementation of website layout, graphic design, social media and other developing communications media techniques.

Word processing, database, spreadsheet and presentation software and other software specifically related to assigned area of expertise.

#### Ability to:

Ability to design, schedule, test and install web pages.

Ability to maintain confidentiality and handle sensitive information.

Qualities of political judgment, discretion and confidentiality.

Create professional, accurate work products with a high level of attention to detail.

Develop and maintain web applications in Adobe, HTML, and applicable web applications or mobile apps.

Determines operational, technical and support requirements for the operation and maintenance of databases, text and graphics.

Demonstrate initiative and work independently.

Communicate effectively, both verbally and in writing, to broad and diverse audiences.

Organize complex information and develop accurate, clear, concise and visually engaging websites and multimedia materials.

Act judiciously under pressure.

Work on multiple projects at one time with constantly changing priorities and deadlines;

Work effectively as part of a team

Communicate a culture of equity that is student centered.

Advocate, model, implement and communicate Portland Public School's Racial Educational Equity Initiative and board policies.

Develop effective communications strategies for multiple constituents and a diverse, multi-ethnic, multi-cultural and multilingual population.

Operate a variety of office machines, technologies and software.

**Education and Training:**

An Associate's degree in graphic design, web design, digital design, media, visual communications, or a related field is required.

**Experience:**

A minimum of three (3) years of work experience developing media graphics and/or web design is required.

Applicable experience may be substituted for the Associate's Degree on a year-for-year basis.

Any other combination of education and experience that would likely provide the required knowledge and abilities may be considered.

Special Requirements:

Some positions in this classification may require the use of a personal automobile and possession of a valid driver's license.

**WORKING CONDITIONS**

*The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Persons with certain disabilities may be capable of performing the essential duties of this class with or without reasonable accommodation, depending on the nature of the disability.*

**Work Environment:** Work is performed primarily in a standard office and school building environment with public contact and frequent interruptions.

**Hazards:** Contact with dissatisfied individuals.

**Physical Demands:** Primary functions require sufficient physical ability and mobility to work in an office setting; dexterity of hands and fingers to operate a computer keyboard and other office equipment; sitting or standing for extended periods of time; kneeling, bending at the waist, reaching overhead, above the shoulders and horizontally to retrieve and store files and supplies; lifting, pushing, pulling and carrying office equipment, supplies and materials weighing up to 25 pounds; repetitive hand movement and fine coordination to use a computer keyboard; hearing and speaking to exchange information in person or on the telephone; seeing to read, prepare and assure the accuracy of documents.

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FLSA: Exempt  
Bargaining Unit: N/A  
Salary Grade: 21

Approval Date: December 6, 2016

*Portland Public Schools recognizes the diversity and worth of all individuals and groups and their roles in society. The District is committed to equal opportunity and nondiscrimination in all its educational and employment activities. The District prohibits discrimination based on race; national or ethnic origin; color; sex; religion; age; sexual orientation; gender expression or identity; pregnancy; marital status; familial status; economic status or source of income; mental or physical disability or perceived disability; or military service.*  
Board of Education Policy 1.80.020-P