

Job Code:101563
Position #:(PSA).....(E)
Developed by:.....BF
Reviewed by:.....DLJ
Approved by:.....LK
Date:.... 06/13/2022

UNIVERSITY OF RHODE ISLAND
Position Description

TITLE: Web Designer - Frontend
DIVISION: President (External Relations & Communications)
REPORTS TO: Manager, Web Communications
GRADE: 12
SUPERVISES: Support Staff

BASIC FUNCTION:

Work with the Web Communications team, in collaboration with other departmental units, to create and maintain original interactive web designs and experiences needed to support URI's strategic communication and marketing initiatives. Manage and prioritize web design requests from collaborators and external units. Ensure quality and integrity of digital interfaces as they are presented to external and internal audiences in accordance with established University policy.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Develop, implement, and maintain engaging and interactive designs for University websites that support strategic marketing goals, storytelling, digital communication campaigns, advancement, and other initiatives, in ways that uniquely promote the URI brand.

Create rich user experiences through compelling user interface design and implementation, with a focus on usability and accessibility.

Collaborate closely with web developer(s) and other technical staff on UI/UX and other frontend components of web-based projects and assets.

Provide design leadership on interactive projects, including initial concept development; prototyping; layout; integration of photography, video, and/or animation; and ongoing content curation.

Collaborate with and advise University departments and units in the areas of digital design, image editing, multimedia integration, and design translation between mediums, especially in an effort to maintain visual brand integrity in the digital space.

Adhere to technical, branding, and style standards established by the department of Marketing and Communications; leverage these standards to advance the University's mission.

OTHER DUTIES AND RESPONSIBILITIES:

Work with other Units in the University on the design and maintenance of web content for promotion, recruitment, retention, alumni outreach, fundraising, and general image-building purposes, as well as day-to-day operations of the University.

Maintain a high level of understanding of current developments in the assigned areas of responsibility, including best practices in web-based languages, design, and implementation; anticipate future needs.

Perform other duties as required.

LICENSES, TOOLS, AND EQUIPMENT:

Personal computers (Macintosh experience preferred), and software, including: word processing, web development, photo/video editing, content management systems, etc. WCAG. HTML5, CSS, JavaScript.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED: Bachelor's degree; Minimum five years' experience in web design and front-end development; Demonstrated experience in front-end languages/libraries (e.g., HTML5, CSS, JavaScript, etc.); Demonstrated experience with interactive design and UI/UX development; Demonstrated experience with mobile-first and responsive design principles; Demonstrated experience with Web Content Accessibility Guidelines (WCAG) Demonstrated knowledge of web design project and process management; Demonstrated ability to translate client needs into executable designs; Demonstrated ability to create original design concepts; Demonstrated strong verbal and interpersonal communication skills; Demonstrated proficiency in written communications skills; and, Demonstrated ability to work with diverse groups/populations.

PREFERRED: Demonstrated experience with WordPress or similar content management systems; Demonstrated experience with Adobe Creative Suite or similar applications; Demonstrated experience with information architecture; Demonstrated experience with PHP and/or other server-side languages; Demonstrated knowledge of non-web design principles (e.g., print) and experience translating those designs into digital spaces.

ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.