



T U L S A

PUBLIC SCHOOLS

Job Title: Web Designer

Department: Communications and Public Relations

Reports To: Director of Communications

Grade: CA-16

Number of Days: 12 Months

Security Access: Education Service Center

Current Date: 9/21/2016

Overtime Status: Non-Exempt

Mission and Vision: Tulsa Public Schools is the destination for extraordinary educators who work with our community and families to ignite the joy of learning and prepare every student for the greatest success in college, careers and life. Our mission is to inspire and prepare every student to love learning, achieve ambitious goals and make positive contributions to our world.

Core Values: Our core values guide how we work and interact with each other at every level of the organization. We embrace and embody these values every day:

- **Equity:** All children deserve the opportunity to develop their full academic and social potential. Our diversity is a community treasure, and we must foster an inclusive environment by examining biases and resolving unfair practices.
- **Character:** We are honest, trustworthy and have high standards of behavior. We do the right thing even when it is hard. While we do not always agree, we treat one another with kindness and respect.
- **Excellence:** We work hard together and expect a lot of one another because high standards produce exemplary knowledge, skills, abilities and mindsets.
- **Team:** We care for one another, support the personal and professional development of one another, and work together to improve our community
- **Joy:** Joy at school and at work makes us more productive, because when we create, innovate and imagine, our motivation grows. We want to ensure that everyone knows the excitement that comes from working deeply on a problem, task or concept and experiencing breakthrough moments.

Position Summary: Under the direction of the Director of Communications, develop and execute creative visual concepts for online, digital and other communications initiatives that improve accessibility of district content for parents, students and other stakeholders. Develop, maintain and grow the district's online presence and collaborate with internal stakeholders to ensure the support of Destination Excellence priorities.

Minimum Qualifications:

- Alignment with vision, values and goals of TPS
- Bachelor's degree in communications, web design or related field
- Experience in graphic design and tools associated with its creation
- Experience in web-based design and publishing
- Experience using HTML and CSS to create webpages

Responsibilities and Essential Functions: The following duties are representative of performance expectations. A reasonable accommodation may be made to enable a qualified individual with a disability to perform essential functions.

- Work with the Director of Communications to implement a communications and design strategy in alignment with the goals and priorities of Destination Excellence.
- Develops site navigation by categorizing content and directing traffic through content.
- Develops site content and graphics by designing images, icons, banners, audio enhancements, text, etc., and coordinating with other contributors.
- Determines size and arrangement of illustrative material and copy, selects style and size of type, and arranges layout based upon available space, knowledge of layout principles, aesthetic design concepts and various deliveries based on user's devices and browsers/apps.
- Maintains content and provides ongoing design of:
 - websites
 - online applications
 - social media sites
 - promos and ad banners
 - seasonal content specials
 - GUIs
 - other graphic elements
 - email templates
 - document and presentation templates
 - content and graphic elements for print and video
- Work with creative, communications and technical teams to effectively develop and implement marketing campaigns and engagement programs
- Works with internal web developers and web programmers on the design, layout, and functionality of the TPS website and other online applications.
- Works with outside vendors on TPS branding design of provided web services.
- Works with internal clients to gather requirements and provide creative input.
- Maintains site appearance/content by developing and enforcing content and display standards; editing content submissions.
- Upgrades site by updating content and graphics; monitoring performance and results; identifying and evaluating improvement options; introducing new technology; maintaining links.
- Provides information by collecting, analyzing, and summarizing data and trends.
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Work with artists and vendors to prepare illustrative materials.

Skills and Abilities Required: The following characteristics and physical skills are important for the successful performance of assigned duties.

- Bachelor's degree in art/graphic design or related field
- Three years' experience in Information Technology or related field
- Two years publishing using a web content management system
- Graphic design and tools associated with its creation
- Web-based design and publishing
- Proficient in the deployment of online digital media
- Knowledge of XHTML, CSS and of digital imaging and illustration with Adobe Photoshop, QuarkXPress and Illustrator, with formal training an asset
- Working knowledge of Microsoft SQL database queries and functions
- Knowledge of video editing applications
- Knowledge and demonstrated experience with cross-browser and cross-platform issues (i.e., Firefox, Safari, etc.) as well as website rendering on mobile devices (iPhone)
- Superior knowledge of current web-design trends and techniques, a strong portfolio displaying user-centered design
- Experience in search engine optimization (SEO), with proven results
- Experience with web and marketing analytical tools, Google Analytics preferred
- Technical capacity
- Time management
- Thoroughness and attention to detail
- Collaboration
- Organizational skills
- Communication proficiency
- Must be flexible, as job requirements will vary

Supervisory Responsibility:

- None at this time

Working Conditions: Exposure to the following situations may range from remote to frequent based on circumstances and factors that may not be predictable.

- Office work

Tulsa Public Schools is committed to building a diverse and inclusive team of individuals who contribute to the district's mission with their talent, skills and energy. Tulsa Public Schools is an equal opportunity employer and does not discriminate against persons because of age, race, color, creed, religion, disability, gender, ethnic or national origin, or veteran status. Tulsa Public Schools prohibits discrimination against individuals with disabilities and will reasonably accommodate applicants with a disability, upon request, and will also ensure reasonable accommodation for employees with disabilities.