

University of Nebraska Central Administration
Job Description

General Information

Working Job Title: Web Designer / Developer	Job Family: Information Technology	Job Family Zone: Specialist
Position Number:	Department Name: University of Nebraska High School	SAP Organization Unit Number:
Employee's Name:	Date of Last Update: 5/10/2018	Title of Supervisor: Web Application Development & Management Lead
SAP Personnel #:	Last Updated By: Web Application Development & Management Lead	Name of Supervisor: Wes Juranek

Position Summary

The Web Designer / Developer position is a member of the Web Application Development and Management (WADM) Team for Information Technology Services (ITS) – Enterprise Systems. The Web Designer / Developer is responsible for creating and coding visual and functional responsive designs and extending current design for existing and new websites, microsites, emails and other digital interfaces for the University of Nebraska including marketing groups at the University of Nebraska Online Worldwide, the University of Nebraska High School, Central Administration and the University-wide Institutes.

This position ensures projects incorporate all stakeholder requirements; communicates web and digital requirements; employs best practices in web design, user interface, navigation, usability, accessibility, and search engine optimization; and tests work in various browsers and devices for compatibility.

The Web Designer / Developer is responsible for front end development using HTML, CSS, JavaScript and other related technologies. They will work with the Lead Web Designer / Developer to ensure their work aligns with the UNCA brand and follows established guidelines. This position also works with back end developers on the team to translate design and front end coding into final functional digital product.

Applicant must possess strong visual design and communications skills; excellent critical thinking skills; attention to detail; and work effectively with a wide variety of University staff, including direct client interface on projects. Performs other related duties as required.

Duties & Responsibilities

Indicate % of time spent and indicate with an "*" the duties & responsibilities that are essential functions of this job. Arrange this list of duties in order of importance.	% of Time	Essential Functions
<p>Front-end Development, Testing and Maintenance</p> <p>Responsible for the front end development of websites, web-based applications and other digital interfaces.</p> <ul style="list-style-type: none"> Translate visual designs, user experience flows, content and functionality into effective digital products 	50%	*

<ul style="list-style-type: none"> • Code responsive websites using front end web technologies, libraries, and frameworks (e.g. HTML, CSS, JavaScript, Bootstrap, jQuery) • Participate in project planning and design to ensure transition to development is successful and final product meets objectives • Promote and use industry best practices for usability, performance, scalability, design and maintainability while implementing user interfaces • Ensure ADA and other accessibility standards are being met 		
<p>UX Analysis and Design</p> <p>Design innovative and comprehensive visual and functional solutions for websites, web-based applications and other digital interfaces.</p> <ul style="list-style-type: none"> • Develop design strategy based on project objectives, requirements and various user experience methodologies • Extend and refine established designs as websites grow and change • Design wireframes, production quality mock-ups, and clickable prototypes as well as production ready graphics • Guide design and review process from concept wireframes and storyboards, to digital presentation comps, to final executed products • Stay up-to-date with current trends in web design, usability, and information architecture, including current web aesthetics, with demonstrated mastery of typography, color theory, and use of space • Maintain a mastery of a variety of graphic creation and editing programs such as Adobe Creative Suite • Follow defined branding guidelines as required • Create and update documentation, including detailed HTML style guides 	30%	*
<p>Web Analytics and SEO</p> <ul style="list-style-type: none"> • Maintain a familiarity with web analytics and SEO techniques • Based on established site goals, identify strategies, metrics and KPIs for measuring success • Provide recommendations for improving SEO of sites based on best-practices and KPIs • Prepare reports and dashboards to effectively convey information to site owners 	10%	
<p>Organizational Activities and Projects</p> <ul style="list-style-type: none"> • Prepare and participate in knowledge sharing activities with team members and new staff • Prepare special reports, reviews and recommendations as requested • Represent team and organization on task forces and committees • Other duties as assigned 	5%	
<p>Professional Development and Training</p> <ul style="list-style-type: none"> • Engage in personal and professional development related to emerging technologies relevant to professional goals and university needs • Attend training sessions, conferences and workshops to increase knowledge in web design, front end development, project management and other applicable skills such as communication and leadership 	5%	

Zone Definition Factors

Nature/Complexity of Work

This position works within a team and with end-users to define and analyze requirements and to design, develop and test web applications based on those requirements. This position works directly with clients and other ITS – Enterprise Systems teams to ensure that technical solutions are put in place to meet the strategic goals of the University of Nebraska and its partners.

Problem Solving/Decision-making

This position requires strong analytical and organizational skills along with strong critical thinking and problem solving abilities. One must be a self-starter able to identify the course of action to successfully complete a task or project. Must know when and how to coordinate with clients, technical staff and the management team.

Strategic Impact

Actions and decisions in this job have discernible impact on the web application development and management that occurs at the University's Administrative Office. Errors reflect unfavorably on the individual, the functional area, and in some cases the business operations that rely on web applications.

Know How

Have the ability to translate user specifications into web application design and functionality. The ability to work effectively with all levels of management and functional users. Strong time management skills and multi-tasking capabilities and excellent communication and inter-personal skills. Ability to work in a diversified team environment.

Technical Know How:

Must have excellent design skills and a thorough understanding of user interface design principles for web and mobile. Must be proficient in Photoshop, Illustrator, InDesign or comparable software tools. Requires comprehensive knowledge of front end web technologies (HTML, CSS, Javascript) and ability code responsive websites using Bootstrap or other framework. Must be proficient in web analytics technologies and knowledgeable of SEO best practices and strategies.

Leadership

Share knowledge and expertise to mentor others when involved with cross training and knowledge transfer. Identify design and/or functional issues affecting the usability of the website. Identify training needs necessary to provide continuing support or improve design/development process.

Interactions

Under general supervision, this position designs and develops responsive websites. Ability to assist both business users and programming staff with different skill levels. Regular contact that involves exchanging advice and opinions as well as occasionally conveying conceptual ideas of a critical and/or long-range nature. Requires the use of judgment, timing, and persuasion to gain cooperation in the face of differences of opinion or controversy.

Supervision

This position exercises **NO Supervision** over other staff members.

This position receives direct **Supervision** from the Web Application Development Lead.

Minimum Qualifications

LEVEL OF EDUCATION, YEARS & TYPE OF EXPERIENCE:

This position requires:

- Associate's degree in graphic design, art or related field plus one year related experience required. Must have a strong portfolio of design work. Must have experience creating websites using HTML and CSS. An equivalent combination of education, training, or experience may be considered.

Preferred Qualifications

- Experience designing and developing responsive websites preferred. Experience designing and developing websites that follow accessibility guidelines also preferred. Demonstrated experience implementing new digital design trends desirable. Experience with web analytics or search engine optimization helpful.

Physical Requirements

1. **General Physical Requirements** Indicate the appropriate response for an eight hour day:

	Circle the appropriate number of hours								Indicate intermittent or constant		
	0	1	2	3	4	5	6	7	8	Intermittent	Constant
Sit	0	1	2	3	4	5	6	7	8	x	
Stand	0	1	2	3	4	5	6	7	8	x	
Walk	0	1	2	3	4	5	6	7	8	x	
Drive Motor Vehicle	0	1	2	3	4	5	6	7	8		
Explain											

2. THIS POSITION REQUIRES:

	Occasionally (less than 2 hrs daily)	Between 2 - 5 hrs daily	Over 5 hrs daily
Squatting	x		
Bending	x		
Kneeling	x		
Reaching			
➤ Overhead	x		
➤ Forward	x		
➤ Low	x		
Twisting	x		
Crawling			
Climbing			
➤ Ladder			
➤ Stairs	x		
➤ Other			
Walking on rough ground			
Exposure to changes of temperature/humidity			
Exposure to dust/fumes/gases/chemicals			
Being near moving machinery			
Working from heights			

3. THIS POSITION REQUIRES EMPLOYEE TO:

	Indicate letter in appropriate Space:			
	LIFT=L Less than 2 hrs daily	CARRY=C Up to 2 hrs daily	PUSH=P Between 2-5 hrs daily	PULL-PL Over 5 hrs daily
11 - 24 lbs	L,C, P, PL			
25 - 49 lbs				
50 - 74 lbs				
75 - 100 lbs				
* Over 100 lbs				

* If the position requires the employee to handle over 50 lbs - please explain

4. POSITION REQUIRES USE OF HANDS OR SPECIAL TOOLS/EQUIPMENT FOR:

	RIGHT	LEFT	BOTH
Keyboarding			x
Filing			x
Other Explain:	Operation of a computer mouse		

5. THIS POSITION REQUIRES ATTENDANCE AT THE WORKPLACE

In Each Section, please select one answer that best describes your job:

Knowledge Skills and Abilities:

Requires the ability to understand and apply basic job skills, knowledge of several work routines and the ability to apply such routines with minimal interpretation. May possess knowledge of other, related work activities within own functional area. May require the operation of routine equipment/tools. [1]

Requires the ability to understand, interpret, apply and communicate information within a specialization and the ability to apply limited analysis in the completion of general functional procedures. May possess knowledge of work activities outside functional area. May require the operation of moderately complex equipment/tools. [2]

Requires the ability to utilize advanced information within a specialization. Within specialization, possesses the ability to assess/ analyze situations and make adjustments to achieve desired objectives. Possesses knowledge of work activities outside functional area. May require the operation of complex equipment/tools. [3A]

Requires the ability to apply, integrate and communicate extensive theoretical information within a recognized professional field. Facilitates and/ or establishes the achievement of functional area objectives. Requires knowledge of all related functional areas. May require the operation of highly complex equipment/tools. [3B]

Integrates extensive theories and techniques within related or diverse disciplines to achieve results and/ or establish overall strategic directions. Requires wide-ranging administrative and/or specialized knowledge. May require the operation of highly complex equipment/tools. [4]

Problem Solving/Decision-making:

Decisions/problem resolutions are repetitive and simple and typically guided by standard operating policies and procedures/practices exist. Tasks are clear and specific to a single discipline. [1]

Decisions/problem resolutions require gathering/reviewing information from several sources. Simple analysis of facts determines course of action to be taken within the limits of standard operating policies and procedures/practices. Tasks are varied and may cross several disciplines. [2A]

Decisions/problem resolutions require interpretation, discretion and judgment based on precedent or standard operating policies and procedures. Tasks are diversified and may require some creativity in dealing with unprecedented activities. [2B]

Decisions/problem resolutions require synthesis/analysis in the use of theories and accepted principles. Programs/projects are governed by broad objectives, policies and/or theories. Requires the use of creativity in dealing with unprecedented activities. [3]

Decisions/problem resolutions require analysis and evaluation of major issues and courses of action impacting the overall direction of the functional area(s). Applies broad concepts and experience in making important decisions. May develop recommendations influencing long-term policies related to major organizational plans. [4]

Interactions:

Regular contact involves receiving and/or referring inquiries as well as giving or obtaining routine information relating to work being done. Requires the use of common business courtesy. [1]

Regular contact that involves giving or obtaining information as well as occasionally exchanging advice and opinions. Requires the use of common business courtesy, tact, discretion and some persuasion to maintain cooperative associations. [2]

Regular contact that involves exchanging advice and opinions as well as occasionally conveying conceptual ideas of a critical and/or long-range nature. Requires the use of judgment, timing, and persuasion to gain cooperation in the face of differences of opinion or controversy. [3]

Regular contact with major Programs/Teams or individuals. Overriding job requirement involves conveying conceptual ideas regarding matters of critical and long-range nature. Significant requirement for diplomacy, timing, and persuasion to gain concurrence or cooperation on operational issues in the face of significant differences of opinion or controversy. [4]

Supervision Received:

Supervised by procedures or by supervisor through periodic monitoring of progress and performance. May have latitude to determine sequence of own work tasks to meet clearly established schedules. [1]

Supervision by procedures or by supervisor through periodic monitoring of progress and performance. Determines sequence of own work tasks to meet established objectives. [2A]

General direction by supervisor by checking on completed tasks. Establishes own work schedule to achieve program objectives. Makes recommendations to superior regarding efficient functioning of program. [2B]

Responsible for conducting specialized assignments or developing programs under only general direction and guidance. [3]

Extensive latitude to work independently in matters that have a broad effect on overall policies, programs and/or areas of specialization. [4]

Supervision Exercised:

May provide incidental guidance to others. [1]

Provides functional supervision that is usually limited to assigning/reviewing work or may serve as work team leader. [2A]

Serves as work team leader. Distributes, schedules, and monitors the progress or work tasks of the program or project. May be involved in the recommendation of personnel actions to manager. [2B]

Supervises the work of a project or program that may include hiring, discipline, transfers, promotions, or salary changes within a functional area. May integrate work of two or more programs or one major function/or project. [3]

Establishes performance standards for designated programs and/or areas of specialization. Directs staff to include hiring, discipline, transfers, promotions, and salary changes. [4]

Impact:

Actions and decisions in this job are limited to the scope of the job, which primarily affect the immediate work group, but occasionally may extend beyond the immediate work group. Errors reflect unfavorably on the individual and may have an adverse impact on the functional area. [1]

Actions and decisions in this job have an impact which affects the immediate work group and also extends beyond the immediate functional area. Errors reflect unfavorably on the individual and the functional area. [2]

Actions and decisions in this job have discernible impact to the short-term performance of the Program/Team and exerts some impact to its long-term success. Errors reflect unfavorably on the individual, the functional area, overall business operations and potentially other functional areas. [3A]

Actions and decisions in this job have significant impact to the short-term performance of the Program/Team and exert an impact to its long-term success. The job exerts a considerable impact on decisions and final results typically affecting either an entire functional area or a major university activity; and may have unique accountability for financial and program or project objectives. Errors effect business operations, services and other individuals which may require special interventions to correct. [3B]

Actions and decisions in this job exert broad and continuing impact on the future of one or more functional areas. The job exerts a major impact on decisions and final results affecting a major university activity; and/or has accountability for financial and program/project objectives and overall successes. Errors significantly interrupt business operations, services and potentially both internal and external constituents. [4]

Summary:	Zone Assignment= Associate		
Authorization:	Name:	Sheryl Gartner	Date:
Human Resources			
Supervisor:			
Administrator:			