

MANAGER OF WEB DESIGN

DISTINGUISHING FEATURES OF THE CLASS: Under the general direction of the Chief Information Officer, or the Director of College Community Relations at Westchester Community College, an incumbent of this class is responsible for developing, administering, implementing and maintaining web site standards for County departments, the executive offices of the County, or at the College, as well as for coordinating graphics for web-based marketing initiatives. Incumbents work with department heads, their representatives and department webmasters, supervising the visual and marketing design aspects of all programs and services communicated to the public through web-based media. Does related work as required.

EXAMPLES OF WORK: (illustrative only)

Oversees the graphic elements of all departmental websites, maintaining consultative supervision over design work of department webmasters, suggesting style of content and overall presentation of public information delivered via web-based media;

Develops templates for and directs, produces and coordinates the production of original designs for logo and identity projects, branding, and marketing materials that may be translated for the web;

Designs concepts and develops templates for visually communicating with the public, in keeping with the goals and objectives of the county;

Designs, constructs and maintains county-wide web pages, including incorporating graphical user interface (GUI) features, animation, sound, motion, streaming video, etc.;

Provides original photographic, illustrative and graphic images for use in presentation of public information published via web-based media;

Determines size and arrangement of illustrative materials and copy, selects style and size of type, and arranges layout based on available space, knowledge of layout principles, and aesthetic design concepts for web-based presentation;

Produces computerized/web-based presentations utilized by executive staff for external or internal use with a focus on visually communicating both abstract ideas or tangible data relating, but not limited to, capital projects, annual budgets, community issues or intergovernmental initiatives;

Promotes the use of new technologies in marketing and design efforts;

Uses computer applications or other automated systems such as spreadsheets, word processing, calendar, e-mail and database software in performing work assignments;

Performs related administrative functions as required.

FULL PERFORMANCE SKILLS, ABILITIES AND ATTRIBUTES: Comprehensive knowledge of the principles and practices of graphic design for web-based and other electronic media; comprehensive knowledge of graphics applications for page composition and construction, image development and illustration, and graphic manipulations for web-based media; thorough knowledge of personal computers and peripherals such as scanners, digital cameras, and storage devices, used in creating websites and web pages; thorough knowledge of the use of computer applications and electronic tools used in creating and designing web-based presentations; ability to analyze written information, verbal instructions and abstract ideas and translate them into graphic representation to communicate content in an enhanced, visual method employing formal design principles; ability to conceive original, visual representations of services and programs from concept through completion of finished product; ability to effectively use computer applications such as spreadsheets, word processing, calendar, e-mail and database software; ability to oversee and coordinate the work of departmental webmasters; ability to communicate clearly and effectively, both orally and in writing; ability to establish and maintain effective working relationships; creativity, resourcefulness, initiative, independence; thoroughness; attention to detail; sound judgment; imagination; physical condition commensurate with demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: A Bachelor's Degree* in Fine Art, Graphic Design, Communications, or Marketing, or closely related field, and five years of experience in graphic design, advertising or communications, two of which must have been using Web software such as Microsoft FrontPage and desktop publishing software (such as Quark, Adobe Illustration and Adobe Photoshop) to design and create web pages, one of which must have been at a supervisory level.

SUBSTITUTION: Satisfactory completion of 30 credits* towards a Master's Degree* in Fine Art, Graphic Design, Communications, or Marketing, or closely related field, with at least 12 credits* in public relations and web development, may be substituted on a year-for-year basis for up to two years of the above stated general graphic design experience. There is no substitution for the specialized experience.

*SPECIAL NOTE: Education from beyond the secondary level must be from an institution recognized or accredited by the Board of Regents of the New York State Education Department as a post-secondary, degree-granting institution.