

Job Description

Job Title:	Web Design Specialist
Department:	Waterloo Undergraduate Student Association
Reports To:	IT Manager
Jobs Reporting:	None
Salary Grade:	USG 8
Effective Date:	June 2015

Primary Purpose

Reporting to the IT Manager, the Web Design Specialist will be responsible for the design, development, and maintenance of all design initiatives supporting the development of new and existing websites and web applications for the Waterloo Undergraduate Student Association (WUSA).

In collaboration with various personnel from the IT & Marketing department in addition to various end users and stakeholders, the Web Design Specialist will help ensure accessibility, scalability, and functionality to deliver modern and robust user interface for the WUSA members.

Key Accountabilities

Provide expert web design and production support on WUSA web initiatives.

- Recommends the direction and priority of all WUSA web content to the IT manager
- Oversees website structure, content updates, and coordination of all web pages including the planning, creation and implementation of content design, navigation, user interface and functionality
- Creates new sites and content, bringing innovative ideas and solutions to the sites
- Demonstrates expertise on accessibility standards and W3C web development
- Analysis of strategies and the effectiveness of web pages and communications
- Remains up-to-date on web technologies and software with continued on-campus training, self-learning, and keeping apprised of current trends within the global web design community
- Deployment of themes and plugins to development and production environment.

Ensure quality control on web materials ensuring consistency, accuracy and timeliness of updates of design and information.

- Ensures excellence and consistency in the design and visual identity of all digital communications.
- Gathers, analyzes and reports website analytics termly for all WUSA websites
- Performs regular website testing in all main browsers to ensure cross-browser compatibility.
- Designs content review process to ensure all information online stays up to date and all expired information is removed in a timely fashion. As a part of this process, a termly review with all department Managers is required.

Provide ongoing training, tools and support for staff and student users of web products

- Communicates application requirements and specifications effectively and with clarity
- Trains clients in using application software
- Writes and maintains technical and user documentation.
- Works with various WUSA staff members and other UWaterloo staff to determine scope and requirements for new and existing web applications.

Promote collaborations and integrations through outreach of stakeholders.

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- Develops positive relationships within WUSA and its primary stakeholders, both internal and external, and identifies opportunities for internal collaboration
- Develops relationships and maintains a network with university colleagues involved with web design and content strategies in various departments on campus
- Carry on day-to-day relations with many other web developers/ designers on campus participating in a shared community of practice
- Develops and implements annual and longer term website plans in collaboration with the IT manager
- Participates in Web Advisory Committee

**All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

Required Qualifications

Education

- Completion of a Bachelor's degree or related post-secondary diploma in a related field and/or equivalent work experience.

Experience

- Three or more years of business experience with a proven track record of achievement and success within a Web Application/ Designer role. Competencies will include troubleshooting, interpersonal, technical, organizational and communication skills.

Knowledge/Skills/Abilities

- Proficient in both Windows and Linux operating systems
- Proficient using, configuring and diagnosing problems and bugs in web applications
- Proficiency with basic web technologies such as HTML, CSS, JavaScript
- Experience with Source Code Management technologies such as Git or SVN
- Experience using debugging software and with debugging techniques
- Extensive knowledge of Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Fireworks, Premiere Pro)
- Web layout skills, including knowledge of typography, graphic design, desktop publishing
- Experience administering and using a content management system in a multi-contributor environment; specifically WordPress and Drupal
- Demonstrated understanding of best practices in navigation, user interface, usability, accessibility standards and testing
- Skilled in designing for cross-browser compatibility, and ability to test and fix bugs across multiple browsers

Nature and Scope

- **Contacts:** Internally, interacts with most employees and across all WUSA departments to develop and maintain web communications. Externally, this position will have occasional contact other UWaterloo support departments.
- **Level of Responsibility:** The incumbent will possess proven technical ability, extensive expertise and strong working knowledge of all web communication platforms. This position requires exposure to, and occasionally processing sensitive or confidential information.
- **Decision-Making Authority:** Responsible for evaluating and implementing new technology within assigned projects

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- **Physical and Sensory Demands:** Minimal demands typical of a knowledge worker position operating within an office environment. Occasional lifting of heavy equipment.
 - **Working Environment:** Minimal exposure to disagreeable conditions typical of a knowledge worker exposed to stress and pressure associated with a developer role. Normally, the Web Design Specialist carries out all responsibilities during regular business hours. However, the Web Design Specialist must occasionally work outside of regular business hours to deploy new systems or upgrade existing applications in the production environment and might be called upon to work outside of regular business hours if emergency conditions warrant. WUSA is a student-driven organization with elected student Executive that change on an annual basis. Further, the political landscape is a diverse and dynamic environment. As such, this position will need to be sensitive and adaptable to change and be comfortable with changing deadlines and projects as needed.