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, maintain, and grow the district's online presence and collaborate with internal stakeholders to ensure that the district's website reflects our strategic priorities, key initiatives, and core values. Manage district- and school-level web teams to develop and grow internal capacities to create high-quality website content and manage school- and district-team level websites. Serve as district's web master ensuring that Tulsa Public Schools websites have fresh, relevant, and robust content that markets the district as a destination for excellence in teaching and learning.

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 preferred

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.
- Leverages site analytics to ensure continuous improvement of how the district communicates and markets online.
- Maintains content and provides ongoing design of district website and provides support, guidance, and trouble-shooting to district- and school-level web team members.
- Provides support with InsideTPS to ensure that district videos and special messages are shared with team members.
- 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 district's website and school websites.
- Works with outside vendors on TPS branding design of provided web services.
- Works with internal clients to gather requirements, provide creative input, and assist with website management.
- Builds internal capacity to create and manage website content by serving as staff lead working with school- and district-level web team members.
- 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 and makes recommendations on website best practices 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.

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, communications, marketing, or related field
- Three years' experience in IT, communications, marketing or related field
- Effective project manager with ability to respond and pivot rapidly to the district's changing needs
- Attention to detail and high bar for personal and professional excellence
- Strong writing skills
- Two years publishing using a web content management system
- Proficient in the deployment of online digital media
- Graphic design and tools associated with its creation
- Web-based design and publishing
- 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 preferred
- 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
- 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.