

Position: Web Designer

Immediate Supervisor

Director of Communications

Job Summary

The Web Designer is responsible for all website software updates, ongoing optimization, troubleshooting, ADA compliance, SEO execution, and UX/UI website innovation. Oversees all technical contacts related to CALS's web presence, including the Content Management System (CMS), currently WordPress. Responsible for ensuring website is well managed, healthy, responsive, and accessible, as well as developing a review process to ensure all content is accurate and current.

Essential Duties and Responsibilities:

- Manage all technical aspects of websites, microsites, and other online presence, including but not limited to, Central Arkansas Library System, Encyclopedia of Arkansas, Six Bridges Book Festival, Ron Robinson Theater, Summer Reading Club, Rock It! Lab, YouTube, Google properties, and internal communications sites/blogs.
- Implement best practices related to site performance, SEO, accessibility, design, and security.
- Test CALS website across the commonly used browsers, operating systems, and devices.
- Work with vendors when third-party software or systems are necessary to support website needs and functionality.
- Manage online payment, online ticket sale, and online event registration functions so they are easy to use for patrons and meet the needs of accounting and other CALS departments.
- Review all website content on a regular schedule working with appropriate staff to update content when necessary.
- Manage analytics for all websites and monitor site performance and usage.
- Create graphics and logos as necessary, particularly for online-only services.
- General technical support for staff, as needed.
- Other duties as assigned.

Requirements:

- Proven experience as a Web Designer, Webmaster or Web Developer
- Highly proficient with WordPress and HTML, CSS, PHP; working knowledge of XML, SQL, JavaScript, and other programming languages.
- Knowledge of Adobe Creative Suite, Microsoft Office 365, MailChimp, Survey Monkey, Issuu, Wufoo, WooCommerce, Square and other payment software.
- Knowledge of web analytics and SEO

- Familiarity with web standards
- Working knowledge of website management tools
- Strong troubleshooting and analytical abilities
- Excellent communication and teamwork skills
- Attend relevant events, fairs, and conferences
- Ability to generate creative ideas
- Attention to detail and outstanding organizational skills
- Two years' experience and bachelor's degree in computer science, design, marketing or a related field is preferred

This position is required to be “on-call” to accommodate immediate updates to the website.