

JOB DESCRIPTION:	Senior Web Developer		
DEPARTMENT:	Marketing & Communications		
REPORT TO:	AVP/Director of Marketing		
EEO CLASSIFICATION:	Professional	FLSA STATUS:	Exempt
CUPA HR CLASSIFICATION:	461150	DATE APPROVED:	06-SEP-2022
		DATE MODIFIED:	25-MAY2025

SUMMARY: Works with the creative and technical teams to develop and maintain engaging and dynamic web experiences for various target markets through desktop and mobile applications.

DUTIES:

1. Conceptualizes the overall design and usability for external and internal web sites in-line with institutional standards. Works with the creative team to provide strategic digital direction for the creation and implementation of digital brand experiences for targeted audiences.
2. Provides system analysis, design, programming, testing, documentation, and support for web services and assets. Performs code reviews and provide feedback on all internal and external code to ensure technical quality, product quality, and efficient use of resources.
3. Assists in the design of custom emails and marketing digital assets, including but not limited to display ad campaigns for social media and search networks.
4. Creates new web pages, website, and web products with selected technologies. Builds, manages, and maintains the back-end server stack the website and other digital assets run on.
5. Works with University divisions and departments to identify needs and implement student/faculty/staff facing solutions, web services and digital products. Works with Admissions office to oversee and manage automated enrollment & marketing systems, including the design of custom campaigns, digital collateral, emails.
6. Communicates with other personnel regarding technical requirements of website and/or upcoming projects or events related to the website. Ensures the development team is effectively engaged and that products in development match resources available.
7. Refreshes website content to ensure accuracy and timeliness of information, images, and troubleshoots problems associated with internet webpage. Consults with employees from various offices and divisions to coordinate internet activities and explain website opportunities and limitations.
8. Provides support and training for employees and students that are involved in web page management.
9. Collaborates closely with designers, developers, content writers, photography, and media buyers to organize web content across all WNMU web assets.
10. Provides a broad range of administrative and supervisory functions. Supervises assigned staff in accordance with WNMU personnel practices including recruitment, training, performance evaluation, guidance, etc. Participates in the process of ongoing personal and professional development. Maintains comprehensive communication among all contacts (internal and external). Models professional standards and ethics in accordance with WNMU philosophy.
11. Performs other duties as assigned.

REQUIREMENTS:

1. **Education/Background:** Bachelor's degree in computer technology, computer science, or closely related technical field preferred or minimum 4 years of relevant experience working within web

development. Supervisory experience required. Bilingual (Spanish) preferred.

2. **Job Knowledge:** Knowledge and experience implementing and programming with CSS, HTML, JavaScript, popular CSS preprocessors, a WordPress CMS. Knowledge and experience with web server architecture implementation, configuration, and management. Skill in establishing and maintaining effective working relationships with a creative team. Must be able to handle multiple deadlines and have an eye for detail. Must be sensitive to cultural differences within the University and community.
3. **Working Conditions/Physical Demands** (With or Without Accommodations): Normal office environment, may travel some within the community when needed. May be required to transport normal office equipment and materials. Ability to comprehend and work with a variety of information from various sources. Able to clearly communicate with a diverse population of individuals. Ability to compose correspondence and reports and remain in a sedentary position for prolonged periods of time. May be required to work additional hours or days depending on circumstances.
4. **Other requirements:**
 - a. Requires a valid driver's license.
 - b. Required to complete Defensive Driving Course within 2 months. (If applicable to the role)

This job description is not an exhaustive list of all responsibilities, skills, duties, requirements, effort, and/or working conditions associated with the position. Management reserves the right to revise the job or to require that other or different tasks be performed when circumstances change. In addition, this job description is not intended to create a contract of employment between the employee and Western New Mexico University, nor shall it be regarded as a promise to provide specific terms or conditions of employment.

I have read, understand and accept a copy of this job description.

Employee Signature

Date

Employee Name (Printed)