

JOB DESCRIPTION:	Web Developer		
DEPARTMENT:	Marketing & Communications		
REPORT TO:	Director of Marketing/Web Development		
EEO CLASSIFICATION:	Professional	FLSA STATUS:	Exempt
CUPA HR CLASSIFICATION:	461164	DATE APPROVED:	05-MAY-2021
		DATE MODIFIED:	25-MAR-2025

SUMMARY: Working with the creative and technical teams, and under the supervision of the Director of Marketing, responsibilities include developing and maintaining 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.
2. Provides system analysis, design, programming, testing, documentation, and support for web services.
3. Works with the creative team to provide strategic digital direction for the creation and implementation of digital brand experiences for targeted audiences.
4. Assists in the design of custom emails and digital collateral, including but not limited to display ad campaigns for social media and search networks.
5. Develops and maintain department web pages with WordPress and develops new pages with CSS and JavaScript.
6. Communicates with other personnel regarding technical requirements of website and/or upcoming projects or events related to the website.
7. Refreshes website content to ensure accuracy and timeliness of information, images, and troubleshoots problems associated with internet webpage.
8. Consults with employees from various offices and divisions in order to coordinate internet activities, identify needs, and explain website opportunities and limitations.
9. Provides support and training for employees and students when necessary.
10. Collaborates closely with designers, developers, content writers, photography and media buyers to organize web content across all WNMU web assets.
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 2 years of relevant experience working within web development. Bilingual (Spanish) preferred.
2. **Job Knowledge:** Knowledge and experience programing with CSS, HTML, JavaScript, and WordPress. 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): This job operates in a professional office environment indoors. Routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets, and fax machines. The position requires the ability to spend long hours sitting or standing while using office equipment and computers. 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. Ability to perform repetitive tasks such as typing and keying. Occasional lifting, pushing/pulling, carrying supplies and materials is required. May be required to work additional hours or days depending on circumstances.

4. **Other requirements:**

- a. Valid New Mexico driver's license.
- b. Must pass a Defensive Driving Course within 2 months of hire date. (If required for 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)