

**San Jose · Evergreen Community College District  
Classified Job Description**

**Position:** Digital Design, Web & Marketing Coordinator

**Department:** President's Office

**Location:** San Jose City College

**Date:** July 13, 2022

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**POSITION PURPOSE**

Under the direction of assigned administrator, the Digital Design, Web & Marketing Coordinator manages the college website and creates the college's design and visual identity standards by implementing a consistent visual brand image and presence for all college web, digital, and social media. The position assists the supervisor in marketing and public relations programs to highlight the College's strengths to position it competitively within budget constraints, and to help generate enrollment through marketing activities.

**KEY DUTIES AND RESPONSIBILITIES:**

1. Participate in creating design and executing high-quality promotional materials and comprehensive web pages. Support multimedia projects, integrate elements of text, image, animation, video, and audio; develop concepts and templates for marketing and promotional projects.
2. Assist in planning and coordinating the design of the College's website; coordinate the work of independent contractors; maintain the official college blog, digital content, email marketing, advertising, social media, marketing materials, print design and production for the College and special initiatives.
3. Update website content as needed. Approve web updates submitted by content owners, maintain and troubleshoot web pages in collaboration with campus content owners. Manage the events calendar, and employee directory etc.
4. Use a variety of multimedia software for the development of page layout, text editing, digital image manipulations, 3-D, and 2-D illustrations to generate high-quality materials.
5. Coordinate the scanning and inventory of images for use in college publications and web pages.
6. Provide expertise and recommendations for the design of college publications and official college documents.
7. Provide support and service to users for the web and related applications. Guide staff in basic web page editing.
8. May oversee student workers and collaborate with other independent contractors in the development and maintenance of various marketing projects.
9. Maintain current knowledge of emerging technologies and trends on computer graphic design and publishing, and web technologies.
10. Perform other related duties as assigned.

**EMPLOYMENT STANDARDS**

**Knowledge of:**

1. Principles of, and techniques used for design and maintenance of web sites that provides information and transactions.

2. Web programming knowledge and skills that include Adobe Photoshop, HTML, CSS etc. to enable text and graphics editing.
3. Digital photography, video production, content development, and related software.
4. ADA requirements and industry standards for publishing accessible websites and online tools.
5. Copy editing, proper American English language composition, usage, grammar, syntax, vocabulary, spelling and punctuation.
6. Graphic design software programs including professional page layout, text editing, digital image manipulation, 3-D, and 2-D illustrations.
7. Modern office operations including office methods, practices, and procedures.
8. Proper methods of storing equipment, materials, and supplies.
9. Principles of training and providing work direction.

**Skills and Ability to:**

1. Discuss technical information with users, discern their needs and develop programs, systems, screens, etc., which meet those needs.
2. Read, understand and apply information from technical manuals.
3. Communicate technical and complex information to 'non-technical' users.
4. Provide training to on-line users in use and maintenance of web pages.
5. Work with users to design and implement database tables, elements, standards and create supporting documentation.
6. Establish and maintain project and production schedules and balanced responsibilities.
7. Communicate clearly and effectively to diverse audiences of technical and non-technical personnel, both orally and in writing
8. Establish and maintain cooperative and effective working relationships with others.

**Experience and Education:**

1. Associate's Degree in visual arts, design, marketing, computer science or related field.
2. Three years of experience in professional graphic design or related fields, including motion graphics, website management, digital photography, and video production.
3. Demonstrated sensitivity, knowledge, and understanding of the diverse academic, socioeconomic, gender identity, sexual orientation, cultural, disability, and ethnic backgrounds of the individuals we serve and sensitivity to and knowledge and understanding of groups historically underrepresented, and groups who may have experienced discrimination.

**Preferred Qualifications:**

1. Experience serving in a lead role within a design or creative team.

**WORKINGS CONDITIONS**

**Environment:**

1. Office environment

**Physical Demands:**

1. Hearing and speaking to exchange information in person or on the telephone.
2. Seeing to view a computer monitor.
3. Dexterity of hands and fingers to operate a computer keyboard.
4. Sitting for extended periods of time.

Board Approved: 7/12/2022

Salary Range: 112

EEO Category: 2B2 – Other Professionals