

POSITION/TITLE:	Marketing Digital Specialist
GROUP:	Marketing and Communications
SUPERVISOR:	Creative Director: Yen Azzaro
JOB STATUS:	Exempt; Full-Time 40 Hours Per Week
HOURS:	M – F 8:00 a.m. – 4:30 p.m.

SUMMARY DESCRIPTION: HighScope seeks a creative and innovative professional who will have the overall responsibility of working on a variety of projects involved in website design and development of the company website. The individual in this role will be responsible for helping to design and oversee the user interface and overall customer experience for our websites and applications. This includes overall navigation flow, layout of specific pages, and creation of individual graphic elements.

ESSENTIAL FUNCTIONS/DUTIES

- Provide design maintenance of website and other electronic publications and applications
- Manage preparation of illustrative materials from artists and vendors
- Ensure that all design elements, templates and finished solutions work within a variety of browser types and screen settings along with the constraints set by development and design
- Provide design elements, comps, templates and finished solutions
- Participate in efforts to improve quality of website and other electronic publications as required
- Create and update web pages and files, upload content, photos, video and audio files
- Work with the Technology Manager to determine technical requirements
- Work closely with identified HighScope Marketing staff to teach basic design and maintenance of site
- Perform other duties as assigned.

JOB QUALIFICATIONS:Education/Experience:

- Minimum of 5 years of experience in web-based graphic design or web interface design
- B.A. or B.S. in graphic design, art or related field or equivalent academic and work experience preferred, Technical Certificate or Associates Degree required
- Experience in WORDPRESS or similar CMS
- Experience in Divi Builder (a WORDPRESS plug in)
- Experience designing webpage layout with the parameters of existing templates

Knowledge, Skills, Abilities

- High proficiency in Adobe Illustrator, InDesign and Photoshop
- Strong attention to detail and exceptional organizational skills including an ability to organize time productively

- Solid verbal and written communication skills including being articulate and able to understand instructions
- Strong interpersonal skills and capability to develop and sustain positive and productive internal and external relationships
- Accountable and achievement orientated
- Demonstrate analytical skills and self-starting ability and capability to work independently
- High level of professionalism
- Team player with a positive attitude

Other Qualifications/Requirements (e.g. Licenses/Certifications, Travel, Lifting, etc.):

- Normal office environment
- Physical actions performed frequently: typing, sitting, reading. Some standing, walking, conversing, using the phone, hearing, stairs.

DISCLAIMER - The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Management reserves the right to revise the job description at any time.

Approved/Reviewed by:

Director/Supervisor _____	Date: _____
Human Resources _____	Date: _____
Employee _____	Date: _____