

TOMPKINS CORTLAND COMMUNITY COLLEGE

POSITION TITLE

User Interface/User Experience (UI/UX)
Front-End Developer & Web Captain

GRADE

4

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ORGANIZATIONAL UNIT

Enrollment Management

REPORT TO

Director of Strategic Marketing

APPROVED BY

SUMMARY

As a seasoned UI/UX front-end developer and a key member of the strategic marketing department, this position leads the College's web services work and strategies. Requiring familiarity with progressive user interface design and development, this position establishes and maintains overall College web-based applications and supports a comprehensive enrollment management plan for all areas (core enrollment, concurrent enrollment, and workforce development) of the College's recruitment and retention efforts. As a member of the strategic marketing department, the resulting work will showcase creativity and expertise while employing user-centered design that ultimately stimulates enrollment, drives positive user interactions, and establishes best practices across all web properties utilized by the enrollment management team. The ideal candidate will be comfortable working on and developing new web-based applications and interfaces to enhance and support the College's mission through the end-to-end experience for prospective and current students, community members, alums, and other site visitors.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Leads and manages all web services projects, supervising the projects and assigning project team members as necessary, ensuring a quality end product.
2. Serves as the lead web designer and front-end developer; creates, builds, publishes, and maintains new services, designs, solutions, and improvements as opportunities, problems, and projects arise.
3. Creates a cohesive look and feel across the entire family of College web properties, keeping them aligned with the mission of the College and the established branding standards and style guidelines.
4. Performs all necessary web services testing and debugging, including code validation, browser and platform compatibilities, mobile-ready solutions, and accessibility compliance.
5. Provides leadership in developing the College's strategic web architecture. Guides and informs coding strategy to ensure stability, longevity, efficiency, ease of maintenance, and flexibility.
6. Working with the Vice President for Enrollment Management and Director of Strategic Marketing, serves as the critical point of contact for all assigned UI/UX and web-related projects, issues, and initiatives.

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7. Focusing on the user experience, proactively recommends solutions, alternatives, and improvements to meet the College's evolving web, departmental, and business process requirements.
8. Tracks and analyzes website and related statistics for usage trends; performs usability studies; recommends and implements improvements based upon all available data.
9. Provides an agile development and deployment strategy, ensuring an iterative website change approach.
10. Establishes a proper staging environment and ensures quality assurance processes are in place.
11. Monitors and maintains web accessibility compliance across the College's web properties and educates the campus on web accessibility issues.
12. Trains and supports the campus community in web-based content management and web accessibility compliance.
13. Trains others in navigating and maintaining the web environment and their respective roles on the team.
14. Maintains an up-to-date skill set by consistently monitoring industry trends, technologies, and standards; stays ahead of the next big thing while implementing design and site interactions that adhere to best practices.
15. Oversees third-party vendor relationships related to the College's external-facing web services.
16. Develop and maintain product documentation for all web services and related projects.
17. Performs other appropriate duties as assigned.

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SUPERVISION

Types Supervised (check each category):

- Classified Staff
- Administrative
- Faculty
- Adjunct Faculty
- Students

Indicate the number in each category:

- # of Classified Staff
- # of Administrative
- # of Faculty
- # of Adjunct Faculty
- # of Students

MINIMUM QUALIFICATIONS

- Bachelor’s degree from a regionally accredited college or university with a minimum of 5 years of relevant professional experience, including developing, maintaining, and troubleshooting websites with responsive design and state-of-the-art tools (HTML5/CSS, Javascript, and Adobe Creative Suite or equivalent)
- Experience with CMS solutions, including Drupal.
- Experience working on accessibility and Section 508
- Demonstrated familiarity with Google Analytics
- Demonstrated commitment to ongoing professional development in the UI/UX field
- Demonstrated ability to work on simultaneous projects in a fast-paced environment
- Efficient oral and written communication skills
- Exceptional organization skills and attention to detail

DESIRED QUALIFICATIONS

- Experience integrating transactional systems, reporting solutions, and websites.
- Demonstrated ability to build strong relationships and collaborate with individuals, departments, and organizations.
- Knowledge of development best practices for SEO.
- Higher education experience.
- Experience working with Technolutions Slate or other CRM tools.
- Preference is given to candidates who also possess knowledge of Java, Ruby, Python, AngularJS, Bootstrap, and SQL.