



## Communications Job Family: **Web Designer Progression**

These generic job title summaries are intended to indicate the kinds of tasks and levels of work complexity that will be required of positions classified to any of these titles and are not intended to be construed as declaring the specific duties and responsibilities of any particular position. The use of particular expressions or illustrations describing functions within a specific job title does not exclude other duties of a similar kind and/or level of complexity. Positions are classified to a particular job title based upon the predominant level of expected work complexity. ***A position that is classified into this title and band must meet the Cornell requirements for exemption under the FLSA***

### GENERIC JOB PROFILE SUMMARIES

<b>Web Design Assistant INDIVIDUAL CONTRIBUTOR</b>	<b>Web Designer II INDIVIDUAL CONTRIBUTOR</b>	<b>Web Designer III INDIVIDUAL CONTRIBUTOR</b>	<b>Web Designer IV INDIVIDUAL CONTRIBUTOR</b>
May attend meetings with project stakeholders to determine needs and objectives; adhere to project scope and timeline.	May meet with project stakeholders to determine needs and objectives; adhere to project scope and timeline.	Meet with project stakeholders to determine needs and objectives; develop scope and project timeline; may be project lead.	Serve as project lead and meet with project stakeholders to determine needs and objectives; develop scope and project timeline.
Create banner photos, slideshows and other enhanced images using Photoshop including headlines, copyright lines and other graphical elements.	Create and may present graphical mock ups for design evaluation; knowledge of colors, fonts images and page layouts that are the most aesthetically pleasing.	Create and present to project stakeholders graphical mock ups for design evaluation; knowledge of colors, fonts images and page layouts that are the most aesthetically pleasing.	Develop, oversee and present graphical mock ups for design evaluation to senior leadership; knowledge of colors, fonts images and page layouts that are the most aesthetically pleasing.
May create templates of approved website layouts; duplicate, edit and troubleshoot HTML in page parts to create articles, photo galleries, contextual links, tables of contents, etc.	Create HTML/CSS based pages for implementing final pages.	Create HTML/CSS based pages for implementing final pages.	May create and supervise others in the creation of HTML/CSS based pages for implementing final pages.
Maintain and update pages within a content management system according to pre-established schedules; make changes to the website as directed by the client.	May develop templates in content management systems.	Develop templates in content management systems.	Develop templates in content management systems.
Draft copy, edit existing graphics, organize information and implement designs using Photoshop, Illustrator, Dreamweaver and a content management system.	Design graphics, illustrations, flash animation and obtain photographs to enhance user experience; may execute tasks in social media products.	Design graphics, illustrations, flash animation and obtain photographs to enhance user experience; execute tasks in social media products.	Design and/or approve complex graphics, illustrations and flash animation to enhance user experience; execute tasks in social media products.

<b>Web Design Assistant INDIVIDUAL CONTRIBUTOR</b>	<b>Web Designer II INDIVIDUAL CONTRIBUTOR</b>	<b>Web Designer III INDIVIDUAL CONTRIBUTOR</b>	<b>Web Designer IV INDIVIDUAL CONTRIBUTOR</b>
		May consult with project stakeholders on social media strategies.	Consult with project stakeholders on social media strategies.
	Communicate and document design specifications to the programmer for building of the tool.	Communicate and document design specifications to the programmer for building of the tool.	Communicate and document design specifications to the programmer for building of the tool.
Clear and monitor web log data.	Research web log data and search keywords.	Research and analyze web log data and search keywords.	
		Interview end users and subject matter experts to gather information for site architecture and user interface design.	Interview end users and subject matter experts to gather information for site architecture and user interface design.
	Assist with the design of site architectures and user interfaces.	Design and develop site architectures, designs and user interfaces.	Design and develop site architectures, designs and user interfaces.
Conduct usability testing on prototypes.	Conduct usability testing on prototypes.	Conduct and analyze usability testing on prototypes; recommend and implement solutions.	Conduct and analyze usability testing on prototypes; recommend and implement solutions.
	Ensure the content is accessible to all users by complying with accessibility guidelines.	Ensure the content is accessible to all users by complying with accessibility guidelines.	
	Ensure navigation and usability meet standards of presentation and user friendliness; ensure it displays correctly in all current web browsers.	Ensure navigation and usability meet standards of presentation and user friendliness; ensure it displays correctly in all current web browsers.	Review and approve tools created that ensure navigation and usability meet standards of presentation and user friendliness; ensure it displays correctly in all current web browsers.
Coordinate with web designer and web developer to fix bugs, enable workflow and help with troubleshooting.	Work with applications developers to achieve full scale integration of web applications across all programs.	Consult with applications developers to achieve full scale integration of web applications across all programs.	Consult with applications developers to achieve full scale integration of web applications across all programs.
	Integrate content with site design for final approval.	Integrate content with site design for final approval.	Review and approve content integration with site design for final product.
		Develop small scale database driven web application as needed.	Develop small to medium scale database driven web application as needed.

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			May supervise others or direct the project management team.
		Partners with project manager for overall site organization, visual and artistic appeal.	Responsible for overall site organization, visual and artistic appeal.
May assist with gathering licenses and permissions for media usage.	Create and oversee media licenses and permissions in collaboration with University Counsel.	Create and oversee media licenses and permissions in collaboration with University Counsel.	Oversee media licenses and permissions in collaboration with University Counsel.
Adhere to messaging and branding guidelines.	Adhere to messaging and branding guidelines.	Responsible for the visual aspect of the site and usability; effectively communicate the messages/brand being promoted.	Responsible for the visual aspect of the site and usability; effectively communicate the messages/brand being promoted.
Continually review website to catch bugs, correct errors and typos, fix broken links and cross-link new resources to relevant pre-existing pages.			
Track assets to ensure that prearranged acquisition and update schedules are met.			
Collaborate with project leader to post content to social media products.	Collaborate with project leader to post content to social media products.	May write, edit and post content to social media products.	May post and approve content to social media products.

## JOB FACTOR PROFILE TABLE

FACTOR PROFILE	11510 WEB DESIGN ASSISTANT, BAND D	11511 WEB DESIGNER II, BAND E EX	11512 WEB DESIGNER III, BAND F	11513 WEB DESIGNER IV, BAND G
<b>MINIMUM EDUCATION AND EXPERIENCE EQUIVALENCY</b>	Associate's degree or equivalent; more than 2, but less than 4 years or equivalent	Bachelor's degree; 2 but less than 4 years of experience or equivalent.	Bachelor's degree; 3 but less than 5 years of experience or equivalent.	Bachelor's degree; 5 but less than 7 years of experience or equivalent.
<b>IMPACT</b>	Extend beyond college/unit	Moderate impact	Moderate impact	Substantial impact
<b>CONTACTS - INSIDE</b>	Assist others Cooperation of tasks completion Handle confidential information	Assist others Cooperation of tasks completion Handle confidential information	Provide guidance to others Coordinate activities	Provide guidance to others Coordinate activities
<b>CONTACTS - OUTSIDE</b>	Limited contact	Provide/receive guidance, advice or information that must be analyzed and developed by the position	Provide/receive guidance, advice or information that must be analyzed and developed by the position	Provide/receive guidance, advice or information that must be analyzed and developed by the position
<b>CONTACTS - STUDENTS</b>	Provide information or instruction on policies/procedures	Limited contact	Frequent contact to provide information and instruction	Frequent contact to provide information and instruction

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<b>SUPERVISION</b>	Students Temporaries On-the-job training	Provides guidance, counsel, and information in specific support areas	Provides guidance, counsel, and information in specific support areas	Provide supervisory direction to other supervisors
<b>COMPLEXITY</b>	Focus on an entire field	Frequently adapt, combine, or make improvements to services, products, processes, & programs. Work requires reasoning skills and judgement.	Frequently adapt, combine, or make improvements to services, products, processes, & programs. Work requires reasoning skills and judgement.	Occasionally required to develop new, imaginative or innovative solutions, services, products, process or programs. Work requires sophisticated reasoning skills.
<b>LEVEL OF DECISION MAKING</b>	Responsible for assisting, contributing to and influencing decisions on setting policies and/or procedures, research, planning and development activities	Responsible for assisting in and influencing decisions concerning policy-setting, research, planning, or students	Responsible for assisting in and influencing decisions concerning policy-setting, research, planning, or students	Responsible for assisting in and influencing decisions concerning policy-setting, research, planning, or students
<b>FREEDOM OF ACTION</b>	General supervision Resolve most questions Accomplish most tasks alone Keep supervisor informed of progress	General supervision Some interpretation of established work policies and procedures is required	Very general Supervision Interpretation of work policies and procedures required. May deviate from standard work practices	Very general Supervision Interpretation of work policies and procedures required. May deviate from standard work practices
<b>EFFECT OF DECISION MAKING</b>	Directly affect a functional area Minimal effect on students and employees	Directly affect multiple functional areas Limited effect on students and employees	Directly effects entire department Moderate effect on students and employees	Directly effects entire department Moderate effect on students and employees
<b>WORKING CONDITIONS</b>	Normal working conditions including no or limited exposure to hazardous conditions/materials/ equipment. Safety gear may sometimes be required	Normal working conditions including no or limited exposure to hazardous conditions/materials/ equipment. Safety gear may sometimes be required	Normal working conditions including no or limited exposure to hazardous conditions/materials/ equipment. Safety gear may sometimes be required	Normal working conditions including no or limited exposure to hazardous conditions/materials/ equipment. Safety gear may sometimes be required