



**Board of Education of the City of St. Louis**  
**CAREER OPPORTUNITY**

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<b>Position Title:</b>	Graphic Designer/Webmaster
<b>Payroll/Personnel Type:</b>	11 Month
<b>Reports to:</b>	Executive Director of Communications

**Position Summary:**

The Graphic Designer/Webmaster position is responsible for every aspect of the SLPS website and intranet website and back end system. The Graphic Designer/Webmaster will also support marketing activities such as email and direct mail campaigns, print advertising, special events and social media programs. The ideal candidate will possess the skills to format and develop online tools and maintain online content with a thorough and concise eye tied closely to the K-12 education industry. This position reports directly to the Executive Director of Communications.

**Essential Functions:**

- Design digital and print marketing materials
- Provide graphic design support for all functions of the Institutional Advancement Department
- Take a leadership role for maintaining website content and contributing to site development by creating new and updated content for existing web pages ensuring consistency with the look and feel of the St. Louis Public Schools direction
- Serve as direct support for all SLPS school websites and provide training to school and District staff on editing of individual school and/or department website sections and pages
- Pinpoint education needs to pro-actively develop applicable system updates while maintaining and optimizing the website and intranet
- Enhance site functionality ensuring overall website and intranet quality; collaborate cross functionally to produce web pages consistent with education industry standards
- Responsible for website development and ongoing management, including but not limited to quality control of all new pages and features and functionality including search engine optimization
- Provide HTML production and graphics support for various project and campaigns
- Acts as project manager for website projects
- Develop project milestones, deadlines, and tracking program
- Performs other duties as assigned

**Knowledge, Skills, and Abilities:**

- Expertise in Adobe Creative Suite (Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat, Microsoft Office)
- Knowledge of PC software, hardware and network essentials
- Proven website management experience
- The ability to manage many facets of web design, development, and maintenance and design concise and professional graphics and navigation
- Professional presence and demeanor
- A team player with excellent interpersonal skills; someone who knows how to communicate the appropriate level of information to keep all key players in the loop on critical issues
- Creative agency background a plus



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**Experience:**

- Minimum 3 to 5 years of graphic and web design

**Education:**

- Bachelor's Degree from a four-year college or university; or one to two years related experience and/or training
- OR Equivalent combination of education and experience in Computer Science, Communications or related field

**Physical Requirements:**

- Must be physically able to operate a motor vehicle
- Must be able to exert up to 10 pounds of force occasionally, and/or a negligible amount of force constantly to lift, carry, push, and pull or otherwise move objects, including the human body
- Light work usually requires walking or standing to a significant degree

**Working Conditions and Environment:**

- Work is routinely performed in a typical interior/office environment
- Very limited or no exposure to physical risk

**Disclaimer:**

The information contained in this job description is for compliance with the Americans with Disabilities Act (ADA) and is not an exhaustive list of the duties performed for this position. Additional duties are performed by the individuals currently holding this position and additional duties may be assigned.

**Review/Approvals:**

\_\_\_\_\_  
Employee

\_\_\_\_\_  
Immediate Supervisor

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

\_\_\_\_\_  
Human Resources

\_\_\_\_\_  
Date

***In connection with hiring for this position the district shall not discriminate against any employee or applicant for employment because of race, religion, color, sex, sexual orientation, age, disability, veteran status or national origin.***



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