

<b>Job title</b>	<i>Web Site Builder</i>
<b>Field</b>	<i>Websites, SEO</i>

### **Job purpose**

Develops Web site by planning and executing design, maintaining and upgrading service.

### **Duties and responsibilities**

- Plans site design by clarifying goals; designing functionality.
- Develops site navigation by categorizing content; funneling traffic through content.
- Develops site content and graphics by coordinating with copywriters and graphic artists; designing images, icons, banners, audio enhancements, etc.
- Prepares site by installing and configuring server software; installing programming language using authoring and formatting tools; ensuring cross-platform compatibility; establishing links.
- Establishes locatability by registering with search engines.
- Upgrades site by updating content and graphics; monitoring performance and results; identifying and evaluating improvement options; introducing new technology; maintaining links.
- Protects site by designing and installing security precautions.
- Maintains site appearance by developing and enforcing content and display standards; editing submissions.
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Provides information by collecting, analyzing, and summarizing data and trends.
- Keeps equipment operating by following operating instructions; troubleshooting breakdowns; maintaining supplies; performing preventive maintenance; calling for repairs.
- Accomplishes information systems and organization mission by completing related results as needed.

### **Qualifications**

Preferred:

- Web Graphic Design, Web Savvy, Planning, Web User Interface Design, Web Programming Skills, Teamwork, Illustration Tools, Multimedia Content Development, Understanding Browser Capabilities, Internet Presence, Verbal Communication

### **Working conditions**

Working in an SBIR environment, the designer will work within a small team.

### **Physical requirements**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job.

### **Direct reports**

Report to the President of the Company.