

JOB DESCRIPTION

Job Title Graphic Designer/Webmaster
Reports to Chief Communication Officer
Dept/School Communications

Job Title Code 160124
Wage/Hour Status Exempt
Pay Grade 103
Date Revised May 12, 2025

Primary Purpose

To enhance district communication and engagement by creating and managing high-quality visual, digital, and web content aligned with branding and communication standards.

Education/Certification

- Bachelor's Degree

Special Knowledge/Skills

- Advanced proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat, etc.).
- Proficiency in web design tools and platforms such as WordPress, HTML/CSS, and basic JavaScript.
- Familiarity with website accessibility standards (WCAG and ADA compliance).
- Knowledge of search engine optimization (SEO) best practices.
- Strong verbal and written communication skills.
- Photography and basic videography skills are a plus.
- Ability to use tools of trade, including personal computers, tablets, and other standard office equipment

Experience

Three (3) years of professional graphic design and web management experience

Major Responsibilities and Duties

Design & Branding

1. Develop and manage visual content for both digital and print formats, supporting all district initiatives and communications.
2. Ensure all materials align with district branding standards and effectively reach diverse audiences.
3. Create and implement creative concepts for campaigns, events, and other district priorities.
4. Support staff in preparing visuals for reports, presentations, and other communications.
5. Maintain a consistent and professional visual identity across all platforms and materials.

Website & Digital Management

6. Oversee the development, maintenance, and updates of district websites to ensure usability, accessibility, and responsiveness.
7. Regularly update content to reflect district initiatives, events, and resources.
8. Analyze website performance and make improvements to enhance user experience and engagement.
9. Collaborate with departments to ensure content is accurate, relevant, and aligned with district goals.
10. Address technical issues and coordinate with IT or external vendors to ensure smooth operation.

Project Coordination & Support

11. Manage multiple projects and priorities, ensuring deadlines and budgets are met.
12. Collaborate with district staff, campuses, and external vendors to align projects with district objectives.
13. Support district events with on-site assistance for design, web, or communication needs.
14. Ensure the quality and consistency of all deliverables by working closely with internal and external stakeholders.

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Communication & Community Engagement

15. Provide excellent customer service to internal and external stakeholders, responding promptly to inquiries and requests.
16. Develop and manage digital content, including updates to social media and websites, in alignment with district communication strategies.
17. Train staff in best practices for content management and digital tools.
18. Serve as a resource for the district in promoting initiatives and engaging with the community through effective communication.

General Duties

19. Maintain confidentiality in handling sensitive matters involving staff, parents, or students.
20. Support district goals and initiatives through creative and strategic contributions.
21. Perform other duties as assigned to meet organizational needs and objectives.

Supervisory Responsibilities

None

Equipment Used

Personal computers and software to develop computer graphics, flatbed scanner, multi-camera video recording system, digital video mixer, duplicating systems

Physical and Mental Job Requirements

Mental Demands/Physical Demands/Environmental Factors

- Maintain emotional control under stress; occasional prolonged and irregular hours; occasional District-wide travel.

Terms of Employment

226 days; salary to be established by the Board of Trustees

The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Approved: _____
Job Title: _____
Date: _____

Approved: _____
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Date: _____

My supervisor has reviewed this job description with me and has provided me with a copy.

Employee: _____
Date: _____

The El Paso Independent School District does not discriminate in its educational programs or employment practices on the basis of race, color, age, sex, religion, national origin, marital status, citizenship, military status, disability, genetic information, gender stereotyping and perceived sexuality, or on any other basis



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prohibited by law. Inquiries concerning the application of Titles VI, VII, IX, and Section 504 may be referred to the District compliance officer, at 230 -2031; Section 504 inquiries regarding students may be referred to 504 Coordinator at 230-2856.

El Distrito Escolar Independiente de El Paso no discrimina en los programas de educación o en prácticas de empleo usando el criterio de raza, color, edad, sexo, religión, origen nacional, estado civil, ciudadanía, estado militar, discapacidad, información genética, estereotipo sexual o sexualidad percibida, u otra práctica prohibida por la ley. Preguntas acerca de la aplicación del título VI, VII o IX, y la Sección 504 pueden ser referidas al oficial del distrito, al 230-2031; preguntas sobre 504 tocante a estudiantes pueden ser referidas al oficial de 504 al, 230-2856.