**Duke University School of Nursing**
**Job Description**
**HR Title:** Web Design, Lead
**Working Title:** Web and Digital Lead
**Job Code: 2670**
**Job Level: 15**
**Updated: April 2025**

## General Purpose
Lead the creation, development and maintenance of the school's primary website and microsites, ensuring high-quality content, graphics, code, and images. Utilize a variety of graphics and coding software applications, techniques, and tools to design and produce high-performing web pages. Design and develop digital assets that align with School's brand standards.

## Supervisor
This position reports to the Associate Dean for Marketing and Communications.

## Essential Duties

### Website Strategy & Management
- Directs web strategy for the entire School of Nursing including overseeing significant website redesign and development efforts.
- Manage design, development and functionality of the School of Nursing website and 14 school affiliated websites.
- Lead the development and maintenance of content, graphics, and images across School and affiliated websites.
- Ensure the overall integrity of websites through constant review and by troubleshooting errors.
- Serve as School of Nursing liaison with Duke Web Services, DHTS Web Services and The Office of Information Technology (OIT) to ensure adequate support and services for the School of Nursing website.
- Manage password protected departmental area (intranet) within School of Nursing website for posting business office, HR, financial and professional information.
- Research information/best practices that enhance the value of the website.

### Website Content
- Gather website material from various sources as well as editing, proofing, and posting said material content.
- Ensure that all website content is uploaded to the site on a timely basis, refreshed, and updated according to the content schedule.
- Write and/or procure website content related to student recruitment, faculty research, news, events, calendars, and activities postings.
- Develop and manage a protocol to track and schedule content updates (e.g., admissions application deadlines).
- Evaluate new content for industry accuracy, brand/voice consistency, spelling, and grammatical correctness.
- Maintain knowledge of accessibility requirements and serve as primary liaison with Duke's web accessibility office to ensure content is in compliance
- Act as liaison to obtain clearance on copyrighted material, ensuring all issues are resolved, and no Personal Health Information (PHI) is available or collected on any portion of the sites.
- Provide training and assistance on issues to content managers including editorial team for news and story updates.

**Website Analytics and SEO**
- In conjunction with Marketing Manager, evaluate all content for its value in search engine optimization (SEO) according to keyword frequency, keyword density and formatting.
- Use analytics tools such as Google Analytics to monitor website performance, user behavior, and traffic patterns
- Provide insights and recommendations to the Marketing & Communications team based on analytics data to improve website effectiveness and user engagement.

**Digital Creative**
- Ensure all digital and web content adhere to Duke branding and standards and style guide.
- Manage and create digital assets for e-newsletters and digital advertising campaigns.
- Ensure Emma e-newsletters are consistent with brand standards and work with Internal Communications Manager to optimize platform in line with e-newsletter trends.
- Design and develop engaging and visually appealing digital content that align with the school's branding and marketing strategies.
- Update and maintain template design assets for School of Nursing.
- Ensure all digital assets are optimized for various platforms and devices.

**Digital Asset Management**
- Lead effective management of warehouse and catalog of all website and digital content assets.
- Drive implementation and management of digital asset management tool for visual assets in coordination with Manager, Studio Manager.

Perform other related duties incidental to the work described herein.

**Requirements**

EDUCATION AND TRAINING
Work requires a BFA degree in Graphic Design or equivalent.

EXPERIENCE
 Work requires four years professional experience in deadline-oriented environment.

OR AN EQUIVALENT COMBINATION OF RELEVANT EDUCATION AND/OR EXPERIENCE
Skills: Progressive web design, webpage content development and graphic design experience or background. Proficiency with PC based environment in all Microsoft office products, HTML, CSS, Bootstrap, Dreamweaver, Java Script, Acrobat, and some type of image editing product (Photoshop, etc.) preferred.