

Web Designer

This position requires core competencies of the design and production of Web site projects. The ideal candidate has communications and problem-solving skills that can provide solutions to the clients as well as internal day-to-day tasks. Strong sense of design, a high level of creativity and solid technical knowledge to implement interactive Web-based projects are essential for this position. The Web Designer will work closely with the Vice President of Creative and other members of the creative/marketing/production team in both design and production of Web projects. As the lead in Web/interactive projects, this individual should have strong organizational/managerial skills.

Critical Job Responsibilities

Creative thinking

- Exceptional design skills
- Must be a conceptual thinker
- Generate creative solutions
- Be able to carry the project from conception to completion
- Superior knowledge of current Web Design trends and techniques
- Strong problem solving skills

Personal qualities

- Self-starter
- Positive attitude
- Detail-oriented
- Work well under pressure
- Meet deadlines
- Be a team player
- Ability to multi-task
- Strong organizational skills
- Be flexible

Production

- Thorough working knowledge of Web design and production
- Ensure Web site functionality in different browsers and platforms
- Perform maintenance and updates to existing Web sites
- Search engine optimization
- Be able to create HTML e-blasts, e-newsletters and banners

Presentation Skills

- Possess excellent written/verbal communication skills
- Provide counsel on Web design/production related issues to staff and clients

Requirements

- Strong visual design aptitude
- Clear understanding of site architecture, sitemaps and wireframes
- Knowledge of Flash, ASP/PHP, CMS
- Be able to create HTML e-blasts

- Ability to work cross platform but extensive experience on Mac platform preferred
- Advanced knowledge and abilities in Adobe Flash Professional – Animation, Action Scripting, Audio, and Video
- Strong knowledge of Adobe Creative Suite – Dreamweaver, Fireworks, Photoshop, Image Ready, Illustrator, Fireworks, and Acrobat
- Strong knowledge of HTML, XHTML, CSS and XML (not dependent on WYSIWYG editors)
- Working knowledge of PHP, ASP, JSP, and JavaScript/Ajax
- Working knowledge of Microsoft Office applications – Outlook, Word, Excel, PowerPoint, FrontPage
- Must be able to concept, design, and implement interactive Web-based projects in Flash and Dreamweaver, which demonstrates the latest in Web design practices and trends
- Print design knowledge is a plus

Minimum Requirements

B. A. or B. S. in Web Design, Interactive Media Design, or equivalent
 from four-year College or University preferred
 5+ years work experience (agency experience preferred)

Qualifications

Ability to create and produce Web site projects (see requirements above)

All team members should strive to consistently exhibit our core values and guiding principles.

GUIDING PRINCIPLES

The following are essential to Hershey|Cause as a company, in our work, with our clients, and within and among ourselves:

Consistent **Excellence**. Timeless **Quality**. Best-in-class pros.

Intelligence permeates everything we do. Thoughtful.

Always thinking ahead. **Vision**. First to spot big ideas.

Energy. Excited about our work. **Passionate** about what we do.

Warmth. A “realness” in ourselves, our work and our clients. **Authentic**.

CORE VALUES

The following are qualities that we embrace in our team and in our clients:

Positive	Energetic
Approachable	Passionate
Accountability	Authenticity
Collaboration	Quality

Vision
PASSION
Diverse
Creative

CLARITY
Honest
Humor
Intelligent

Team members are expected to collaborate and participate fully to build an organization that, with a focus on our mission and values, drives toward healthy growth.