

# SEATTLE OPERA.

## WEB PRODUCER AND DESIGNER

Seattle Opera is accepting applications for Web Producer and Designer. This full-time, exempt position reports to the Associate Director of Marketing.

### SCOPE AND PRINCIPAL ACCOUNTABILITIES

This position designs digital assets and maintains the Seattle Opera brand in the digital sphere. The Web Producer and Designer is the primary person responsible for managing Seattle Opera's website, which is built on EPiServer CMS, uses Tessitura Network Express Web (TNEW) ecommerce, and integrates with Tessitura CRM database. The Web Producer and Designer works with advertising managers, writers, in-house and freelance graphic designers, brand experts, photographers, outside web development vendors, Tessitura Network staff, and any staff requiring website or digital design work.

### PRIMARY DUTIES

- Daily management of Seattle Opera's website and other digital platforms, such as our blog. Although this position reports through the Marketing department, the Web Producer and Designer works with all departments, especially Marketing, Development, and Programs & Partnerships.
- Layout and design of web pages, banner ads, emails, and other digital assets.
- Primary contact and project manager for outside web development firm (currently Adage) and database/ecommerce vendor (Tessitura/TNEW), both for maintenance and for implementation of new features and version upgrades.
- Together with Graphic Designer serves as primary brand experts with responsibility to maintain brand standards throughout all communications.
- Oversee freelancers and vendors for all digital projects.
- Work with photographers and other team members to concept and create hero photography and special campaigns (e.g. annual Holiday Sale). Assist in direction of staged photo shoots and make image adjustments if needed.

## **QUALIFICATIONS AND SKILLS**

- Bachelor's Degree in graphic design, digital design, visual arts, or relevant field or equivalent experience.
- Strong knowledge of HTML and CSS required. JavaScript experience is a plus.
- Strong graphic design and branding skills are required. Must be proficient in Adobe Creative Cloud (Photoshop, Illustrator).
- Experience with EPiServer content management system or another CMS platform.
- Familiarity with current web standards and best practices, including mobile and responsive design and cross-browser compatibility. Ability and willingness to research and learn new technologies and stay up to date with web trends.
- Must be a self-motivated effective problem solver who is comfortable juggling multiple projects. Strong project management skills. Must be able to work independently.
- Must be able to handle pressure situations with tact and diplomacy, accomplishing objectives with a collaborative work style.
- Must be able to work with a variety of individuals whose experience with web and graphic design ranges from novice to extremely knowledgeable.

## **EXPERIENCE**

A minimum of three years of experience in design and branding, managing production and design of web content, with proven teamwork capabilities.

## **COMPENSATION**

Exempt position; Salary range is \$55,000-\$64,000 depending on experience. Comprehensive benefit package includes company paid medical, dental, life, and disability insurance; and discounted parking or free monthly ORCA pass.

## **CONTACT**

Qualified candidates are invited to submit a cover letter, resume, and work samples or online portfolio by email to [jobs@seattleopera.org](mailto:jobs@seattleopera.org) with "Web Producer and Designer" in the subject line. No phone calls please.