JOB DESCRIPTION

NATIONAL
MEDAL of HONOR
MUSEUM FOUNDATION

Job Title:	Web Master & Graphic Designer	**Location:**	In-Office
Department:	Marketing & Communications	**FLSA:**	Exempt
Reports To:	Executive Vice President	**Status:**	Full-Time
		Salary:	60k-80k

Job Summary:

The Web Master and Graphic Designer will be directly responsible for maintaining the Foundation's website which is currently under development as well as providing graphic design support to the Marketing and Communications team. This individual will play a key role as a liaison between the Foundation and the contracted firm designing the new website and will help oversee the successful rollout of the site.

Duties/Responsibilities:

Website Management
- Update and maintain Foundation's new WordPress website, ensuring high performance, security, and accessibility.
- Create new website landing pages, special occasion pages, and layouts as needed.
- Perform regular updates, backups, and troubleshooting to ensure optimal site functionality.
- Monitor website traffic and performance using tools like Google Analytics, providing reports and recommendations for improvements.
- Ensure the website's mobile responsiveness, load speed optimization, and SEO performance.
- Implement new site features, plugins, and updates in line with organizational goals.

Graphic Design
- Create visually appealing graphics for web pages, social media, email campaigns, and other digital marketing materials.
- Collaborate with the marketing and communications team to ensure cohesive branding across all platforms.
- Design graphics and layouts for print materials (flyers, brochures, banners) as needed.
- Develop creative assets for digital advertising and fundraising campaigns.

Content Management
- Work with the museum exhibits content team to upload, edit, and format new content on the website (e.g., blog posts, news articles, scholarly works, artifact imagery, etc).
- Ensure all content is SEO-optimized and in line with brand guidelines.
- Maintain a consistent schedule of content updates, event postings, and multimedia integrations.

User Experience & Interface Design
- Maintain intuitive navigation, layout, and user experience (UX), including recommending improvements on a regular basis.
- Conduct user testing and collect feedback to improve website usability and functionality.

Collaboration & Support
- Work closely with all teams within the Foundation to support organizational initiatives.

- Assist with troubleshooting and providing website support to internal teams.
- Provide training and documentation to staff for directly managing basic website content as needed

Required Skills/Abilities:
- Strong organizational and project management skills.
- Strong attention to detail and a creative problem-solving mindset.
- Excellent communication skills and ability to collaborate with cross-functional teams.
- Ability to manage multiple projects simultaneously and meet deadlines.
- Knowledge of digital marketing and fundraising best practices is a plus.
- Proficiency with WordPress and tools such as: Text editor, HTML, CSS, JavaScript, PHP, etc.

Education and Experience:
- High School Diploma or equivalency.
- Bachelor's degree preferred.
- Additional certifications in WordPress, design, and related subjects preferred.
- Minimum of 2-4 years of experience managing websites
- Proven experience in graphic design, including the use of tools like Adobe Creative Suite (Photoshop, Illustrator, InDesign) or equivalent software.

Physical Requirements:
- Prolonged periods sitting at a desk and working on a computer.