

Southwest Tech is committed to providing a welcoming environment and a sense of community where all employees can experience success. We empower and inspire all members of the Southwest Tech community to embrace differences, defend human dignity, and respect the richness of values and ideas that each person brings to the college.

POSITION	Web Designer
APPLY BY	Posted until filled – Applications reviewed upon submission.
HIRE DATE	February 2026
DIVISION	Marketing
REPORTS TO	Chief Communications Officer
CLASSIFICATION	Exempt
POSTING DATE	1/16/2026

SUMMARY

Southwest Tech is seeking a qualified Web Designer dedicated to helping the College effectively leverage technology across academic, administrative, and operational areas. This position is responsible for analyzing user needs and planning, designing, developing, coding, maintaining, and updating assigned networks, systems, applications, and websites. Duties also include ensuring technology security; installing and testing upgrades and patches; preparing analytical and statistical reports; writing and maintaining code; and evaluating internal, external, and third-party systems for ADA compliance using Web Content Accessibility Guidelines (WCAG). This is a full-time, year-round position.

ESSENTIAL DUTIES AND RESPONSIBILITIES INCLUDE

- Lead and support the planning, design, and implementation of a new college website scheduled for development during the 2026–2027 fiscal year, including collaboration with internal stakeholders, external vendors (as applicable), and content owners to ensure the site aligns with institutional goals, brand standards, user experience best practices, and accessibility requirements.
- Designs, implements, tests, and reviews web-based systems/enhancements and a content management system; duties include analyzing objectives based on market or user experience requirements, analyzing user paths, enhancing search engine optimizations, ensuring that the system complies with ADA requirements and the Department of Education, and considering technical options for system implementation/enhancement.
- Serve as the college's primary lead for website digital accessibility, ensuring compliance with applicable ADA and WCAG standards across the college's websites, web applications, and digital content. This includes conducting accessibility audits, recommending and implementing remediation strategies, supporting accessibility-related training for campus partners, and collaborating with departments to embed accessibility best practices into digital workflows.
- Creates models and structures to enhance user experience; duties include, but are not limited to, creating interface models and developing, and documenting style guides for web interfaces
- Tests enhancements and site updates to detect user device issues; ADA compliance; creates and determines general user experience; and determines which files, database structures, and data need to be moved from test to production.
- Ability to lead and implement a new web environment.
- Provide work-based learning opportunities for the Graphic and Web Design program students.
- Initiates, develops, and implements web-based marketing campaign strategies.
- Assess the status of the college's new and existing online and print materials, websites, and web applications; prioritizing and providing recommendations to ensure compliance with accessibility guidelines.
- Collaborate with other staff on campus to develop and implement training on accessibility standards for tools used by the college, including but not limited to Adobe PDFs, Excel, PowerPoint, and Word
- Perform accessibility evaluations for websites and applications under consideration for purchase and deployment.
- Evaluate the need, use, and development of Content User Interfaces through interviews, personas, wireframes, and prototyping as they pertain to the overall user experience.

- Create, evaluate, and report systems for enhancement of user experience (UX) using UX best practices.
- Maintain strict confidentiality of student information – Family Educational Rights Privacy Act (FERPA)
- Other duties as assigned.

EDUCATION AND EXPERIENCE

- Bachelor's degree in computer science, web design, information technology, or a closely related field or an equivalent combination of education and professional experience
- Minimum of five (5) years of progressively responsible experience in web design, web development, or digital platform management
- Demonstrated experience using modern web technologies and tools, including Google Analytics 4, SharePoint, .NET, JavaScript, CSS3, and HTML5
- Working knowledge of current WCAG accessibility standards and guidelines, including experience conducting accessibility audits and supporting remediation efforts
- Experience training or supporting end users in content management systems and accessibility best practices
- Experience working with and managing Content Management Systems (CMS)

KNOWLEDGE

- Project Management;
- Technology management principles;
- Academic course technologies;
- Methods of designing applicable systems;
- Applicable computer programming languages;
- Image/video manipulation techniques;
- Customer service & training principles;
- Computers and related software applications;
- Applicable Federal, State, and Local laws, rules, and regulations.
- UX Development and best practices
- Familiarity with automated accessibility checkers.

SKILLS

- Effective communication and interpersonal skills as applied to interaction with coworkers, supervisor, the general public, and others sufficient to exchange or convey information.
- Coordinating educational technology projects and processes;
- Evaluating hardware and software applications;
- Creating websites and website applications;
- Develop user personas, user flows, wireframes, rapid prototyping and other UX tools to understand, test and validate decisions that will drive optimal user experience.
- Communicating technical information to a non-technical audience;
- Providing customer service;
- Utilizing communication and interpersonal skills as applied to interaction with coworkers, supervisor, the general public, and others sufficient to exchange or convey information.
- Managing technological functions;
- Interpreting departmental procedures and policies;
- Managing a Content Management System.

APPLICATIONS

Internal and External applicants complete and submit the online employment application at www.swtc.edu/jobs

For questions regarding the application process please email Human Resources at

humanresources@swtc.edu or **608.822.2314**.

HYBRID WORK OPTION

The ideal candidate will work on the main Southwest Tech campus in Fennimore, Wisconsin, although a hybrid work option can be discussed during the hiring process. Employees must be employed a minimum of 3 months or have an established agreement upon hire in order to have a hybrid work option. Employees will be expected to exhibit above average performance to continue any hybrid agreements.

SALARY BAND: C45: \$58,124.23 – \$89,888

BENEFITS/SERVICES

Our comprehensive benefit package includes the following and much more:

- Health Insurance
- Dental Insurance
- Life Insurance
- Long-Term Disability
- Health Savings Account
- Fitness Center Access
- Wisconsin Retirement System Contribution
- On-campus day care (hourly rate charge)

SELECTION PROCESS

The Review Committee will screen applicants and contact them for an interview. Meeting the minimum qualifications does not assure the candidate an interview. The final candidate's employment offer will be subject to completion of a criminal background check and pre-employment drug screening.

Southwest Tech does not discriminate on the basis of race, color, national origin, sex, disability, age, gender identity, religion or sexual orientation in its programs and activities. The Equal Opportunity/Affirmative Action Officer has been designated to handle inquiries regarding non-discrimination policies. Call 800-362-3322, Ext. 2315 (TDD: 608-822-2072) or write Southwest Tech, 1800 Bronson Blvd., Fennimore, WI 53809