

Job Title: INSTRUCTOR: WORDPRESS

Division/Department: Center for Creative Exploration (CCE)

Reports To: Executive Director, CCE

FLSA Classification: Non-Exempt (hourly)

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JOB SUMMARY:

The Pennsylvania College of Art & Design is seeking an Instructor for their Certificate course DES 162 Wordpress. This is a contracted position for the Center for Creative Exploration. Fall 2025 (September-November) session. The course meets online once a week for 10 weeks from 6-9 pm.

Center for Creative Exploration (CCE) at the Pennsylvania College of Art & Design (PCA&D) brings creativity to life for students of all ages through a range of classes, workshops, and certificate programs. Our vision is to be a regional leader in the creative processes through: providing exceptional educational experiences in visual arts and design; functioning as a center for creative exploration and influence in the region; helping students develop 21st Century career skills; nurturing innovative thinking and imagination by helping individuals and groups tap into their creative potential; enrolling students of all ages, backgrounds, and experience levels; and providing offerings ranging from personal growth and enrichment to professional development.

INSTRUCTOR FOR WORDPRESS WILL:

- Familiarize students with the basic principles and possibilities available in Wordpress
- Teach students the difference between wordpress.com and .org
- Teach website design best practices
- Teach students how to set up hosting, navigate through the WordPress dashboard, choose themes, create pages, work with the Block Editor, install plugins, search engine optimization tips, and add/review site analytics.

QUALIFICATIONS:

- Bachelor level degree with 10 years of professional experience or Master level degree.
- Possess strong background in and proficiency of use of Wordpress.
- Understanding of fundamentals of website creation in Wordpress
 - Setting up an account, register domains, and hosting sites
 - Navigate the admin dashboard
 - Choose and customize themes
 - Create pages with the Block Editor
 - Principles of Search engine optimization and site analytics

- Ability to develop and deliver content through virtual platforms (specifically Google Classroom) and attend additional online education training
- Strong administrative and organizational skills with consistent accuracy, follow-through, and timely completion of projects
- Teaching experience is preferred.
- Exemplary communication skills, ability to express ideas clearly and concisely both verbally and in writing, and a strong public speaker

CURRENT COURSE DESCRIPTION

“Learn what is involved in creating and administering a website using the WordPress platform. WordPress is one of the most popular and easy to use programs for website creation. This course will teach you how to set up your account, navigate through the WordPress dashboard, create pages, explore and customize themes, add links, install plugins, search engine optimization tips, and analytics. See first hand why WordPress is a valuable tool for individuals, small business owners, or marketers to use to create or maintain their websites. You’ll be able to leave the course with a greater understanding of how to develop and launch a Wordpress-based website. NOTE: Previous HTML experience recommended but not required. You do not need to have an existing website to take this course.”

CURRENT COURSE OUTCOMES

- Students will register a domain and choose a host for their WordPress website
- Students will understand and demonstrate proficiency with the Wordpress interface and basic Wordpress settings
- Students will complete projects that demonstrate proficiency in areas such as:
 - o Understand domains and domain hosting
 - o Using the media library
 - o Using themes and templates and how to customize them
 - o Setting up pages and navigation menus
 - o Working with the Block Editor
 - o Creating the site's header and footer
 - o SEO and how to improve rankings
 - o How to install and view Google Analytics
 - o Choosing plugins and installation
 - o Wordpress resources to find help and continue to grow skills
- Students will complete a basic website consisting of at least 3-4 pages (including home page)

This is a contract position. Please submit a resume or CV and letter of interest through our application form: <https://forms.gle/AdYHVas3ssqPo16a6>. Review of applications will begin immediately.

PCA&D is a private, independent college of art and design with just over 350 students. The College is distinguished by its interactive classes, one-on-one attention from exceptional faculty, a culture of creative exploration, and interdisciplinary learning opportunities. The College values diversity and has a growing record of academic achievement with first-generation students, students of color, LGBTQIA+ students, and other underrepresented students. PCA&D values diversity and inclusion in all aspects of the College community and invites candidates who, through administration and leadership, will contribute to our shared commitment to a diverse and inclusive academic art and design community.