



Job Title: Full Stack Web Developer / Digital Marketing Support Staff.

Job Summary:

The Web Developer will be responsible for managing all aspects related to hosting/server/cloud solution services offered. As well as working collaboratively to conceptualize and build web platforms, update, and improve existing functionality as needed for clients' websites. Help execute marketing strategies by providing the optimization needed in our clients' various marketing channels (landing pages, forms, marketing funnels, etc.) Identify problems uncovered by testing or customer feedback, and correct problems or refer problems to appropriate personnel for correction. The Web Developer will work closely with the Marketing Director, Digital Project Manager, Account Manager, and other support staff to help prospect, develop, close, and maintain accounts.

The Web Developer will work from a consultative approach and will need the ability to quickly address client pain points and identify creative solutions.

II. Reports To

Marketing Director - Evan Webb

III. Essential Duties and Responsibilities:

- Manage all aspects relating to hosting and server/cloud solutions.
- Test websites for cross-platform/cross-browser compatibility and ensure a responsive, mobile-first experience.
- Maintain and update existing websites to ensure that content is up-to-date and make ongoing updates to layouts and functionality.
- Communicate design ideas using user flows, process flows, sitemaps, and wireframes.
- Work with UI/UX and design to implement the desired layout for internal and external platforms.
- Maintain understanding of current Web technologies or programming practices through continuing education, reading, or participation in professional conferences, workshops, or groups. Follow online, mobile, emerging technology, the competitive landscape, etc.
- Assist with the development and implementation of effective digital marketing solutions for a wide range of clients.
- Attend client meetings to present and explain complex solutions in simple, easy to understand language to clients, media buyers, advertising agencies and other key decision makers.
- Assist the team with outside vendor communication to make sure our clients are achieving their goals.



IV. Knowledge, Experience, Qualifications

- Deep expertise and hands-on experience with front-end, server-side, and database technology, including languages and frameworks such as HTML, CSS, JavaScript, PHP, JQuery, MySQL, WordPress, Divi.
- Proficiency in using cPanel and editing DNS records for hosting set up and site launches.
- Development experience in eCommerce is preferred.
- Must be a self-starter and enjoy challenges and is willing to work diligently.
- Must maintain a professional appearance and be presentable and professional in manner.
- Must be able to display personal and professional integrity.
- Must be able to quickly adapt to online organizational tools and learn new software products.
- Must pass background check & drug test.
- Must have a valid state issued driver's license clear of any moving violations.

V. Key Personal Characteristics

- Dependability – Job requires being reliable, responsible, and dependable, and fulfilling obligations.
- Integrity – Job requires being honest and ethical.
- Organizational Skills – Job requires thoroughness and the ability to Multi-task.
- Attention to Detail – Job requires being able to discern, organize, and process detailed projects in completing work task.
- Cooperation – Job requires being pleasant with others on the job and displaying a good-natured, cooperative attitude.
- Communication – Requires excellent written and verbal communication skills.
- Passion – Presenting a passion for creative thinking and helping clients achieve reachable goals.