

CYBEX POSITION DESCRIPTION

FRONT END WEB DEVELOPER

BASIC PURPOSE:

The purpose of this position to create, modify and support our dynamic, database-driven websites and eCommunications to maximize Cybex sales leads and brand recognition. The position is responsible for web interface development as well as content management and maintenance. As an integral part of the marketing team, this position works closely with other marketing/communications team members and agencies including graphic designers and copywriters as well as back end web developers in the IT department.

DUTIES AND RESPONSIBILITIES:

Responsible for developing, testing, implementing, and maintaining front-end web interfaces.

Troubleshoots performance problems and is responsible to provide the best possible user experience.

Assists in the development and implementation of content on websites.

Assures that the final layout of the website is compatible with corporate standards.

Use social media platforms to support advanced online Marketing activities. Integration with 3rd party scripts and social media programs such as Facebook, Twitter, etc.

Utilize systems and vendors such as Marketing Automation Software, HubSpot, Salesforce.com and Demand Generation Tools to maximize for lead generation, tracking and automated nurturing programs.

Bridge the gap between design and technology, pairing with creative and IT to build enhanced user experiences.

Develop and manage site standards for best SEO practices to maximize qualified organic search traffic.

Ensure that we are proactively preparing for the evolution of SEO and its intersection with (and impact from) mobile and social media platforms.

Develops and implements training programs, seminars, and tip sheets to assist key constituencies in optimizing Digital Media Marketing for ROI.

Serve as point person for all analytics, including: regular traffic reporting, trend analysis, traffic projections, comparisons to competitive sites and to best in class standards and site visitor segmentation analysis.

Provide technical leadership for development of innovative solutions for the website.

Provide subject matter expertise to technical and business staff.

Provide oversight of outsourced development efforts.

QUALIFICATIONS AND SKILLS NEEDED:

Minimum formal education, experience and training:

Education:

Professional degree preferred

Experience:

Minimum three years of experience

Experience in a corporate environment preferred

Special Skills:

Extensive working knowledge of graphics principles and software, web browsers and general Web layout and design standards.

Intermediate to advanced skills with XHTML, CSS, and JavaScript. Experience with HTML5, CSS3 and JQuery is preferred.

Experience maintaining web interfaces on dynamic database-driven websites.

Experience with Adobe design software including Photoshop and Illustrator preferred.

Experience with analytics tracking and producing reports that highlight results of key initiatives.

Ability to research and keep abreast of emerging technologies is a must in order to be able to deliver the most up-to-date solutions such as learning new programming languages or technologies.

This individual must be self-motivated with strong organizational and excellent communication skills (written and verbal).

Reports to: Director, Digital Media Marketing

TRAVEL

MINIMAL