

## **Web Designer/Internet Marketing Specialist**

Are you interested in working in a rapidly growing, well-funded, small company environment where you will be on a first name basis with the c-level executives? Would you like to work for a company which focuses on US-based manufacturing, not off-shore outsourcing? Are you passionate and motivated, and looking for an opportunity to take your career to the next level?

Then we have the position for you.

### **In this position your primary focus includes:**

Maintaining all Web sites and other electronic publications and applications  
Developing site content and graphics by coordinating with copywriters and graphic artists; designing images, icons, banners, audio enhancements, etc.  
Establishing locatability by registering with search engines  
Upgrading site by updating content and graphics; monitoring performance and results; identifying and evaluating improvement options; introducing new technology; maintaining links  
Protecting site by designing and installing security precautions  
Maintaining site appearance by developing and enforcing content and display standards; editing submissions  
Ensuring that all design elements, templates and finished solutions work within a variety of browser types and screen settings along with the constraints set by development and design  
Updating job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations  
Providing information by collecting, analyzing, and summarizing data and trends  
Keeping equipment operating by following operating instructions; troubleshooting breakdowns; maintaining supplies; performing preventive maintenance; calling for repairs  
Developing relationships with websites to obtain quality links  
Improving search-engine rankings  
Driving traffic to websites using a variety of methods  
Ensuring content appears high on search rankings  
Developing density of desired keyword on page  
Researching popularity of sites linking to page  
Creating Internet ads  
Monitoring company's online reputation  
Managing email lists  
Crafting email campaigns  
Soliciting customer feedback and optimizing campaigns accordingly

Qualifications: Bachelor's Degree in Web-Based Graphic Design or Marketing, or equivalent experience in Web Interface Design or Internet Marketing

Skills: Web Graphic Design, Web User Interface Design, Web Programming Skills, Planning, Creativity, Multimedia Content Development, Understanding Browser Capabilities, Excellent Verbal and Written Communication

Proficiencies: HTML Web Technologies and Applications, Illustration Software (including Photoshop, Freehand, Soundforge, Javascript, Shockwave and Macromedia Flash), Audio/Video Demonstration Technologies, Web Hosting Sites (such as GoDaddy or Register4Less)