

Job Title:	Web Development and Content Specialist
Job Category:	Technology & Internet
Reports To:	Director of Marketing and Communications
Summary:	<p>Responsible for technical aspects of the WCVA's website, including design, layout, functionality and content, and maintains all information on the Association's website</p> <p>Responsible for implementing the online/Internet activities as outlined in the Association's marketing plan, which may include, but is not limited to, database marketing, direct e-mails, e-newsletters and social marketing</p> <p>Develops in-house graphic design for online advertising and assists in the production of online content, which may include writing, photo selection and editing</p> <p>Must have a strong expertise in desktop publishing software, specifically Adobe InDesign, as well as building templates, sizing and embedding images, working with video and embedding video clips</p> <p>Must have experience with customer relationship management (CRM) databases and content management systems (CMS)</p> <p>Must have strong knowledge of Google Analytics and other analytic programs</p> <p>Must have experience with social media tools and platforms, and have strong knowledge of rules and regulations (e.g. privacy policies, opt-in/opt-out policies)</p>
Duties & Responsibilities:	<p>Responsible for the implementation of e-mail marketing programs, including list management, design and deployment</p> <p>Creates and implements online marketing promotions and advertisements</p> <p>Ensures that website content is consistent with WCVA's brand, and updates website content to ensure accuracy and timeliness of information and images</p> <p>Researches, evaluates and implements appropriate promotional programs to attract users to the website, including securing reciprocal links</p> <p>Remains up-to-date on the latest technologies and trends, including scripting, security issues, e-commerce, authoring tools and graphic design tools</p>
Requirements:	<ul style="list-style-type: none"> • Tourism experience a plus • Four-year degree from an accredited college or university • Three or more years of online marketing website development experience • Knowledge of database management systems/CRMs and content management systems; proficient in Ektron CMS (Simpleview CRM experience a plus) • Must be able to work on both PC and Mac platforms • Proficient in Adobe products, including InDesign, PageMaker, PhotoShop, and other relevant software (i.e. Flash), and able to work with and edit images/video • Proficient in Microsoft Word, Excel, Outlook • In-depth knowledge of Web design and operating languages; proficient in HTML; experience with building websites a plus • Able to gather and decipher analytic and other related data • Must be an analytic thinker with great attention to detail • Strong written and verbal communication skills • Must be highly organized and be able to prioritize projects and meet deadlines • Must be able to work in a team environment • Must be able to work a flexible schedule • Able to lift 40 lbs.
References	Submit three professional references
Salary	Commensurate with experience (based on a 40-hour work base)