

JOB DESCRIPTION

WEB DEVELOPMENT

About Ampersand

We're a growing, full-service marketing agency located in Pewaukee, WI. Founded in 2010, we deliver marketing and advertising solutions to businesses across many industries and markets. With a passion to Fuel and Simplify Business Growth, we pair a business mindset with inspired creative to help clients reach their full brand potential. We know success isn't a one-time destination, it's a never-ending pursuit.

Position Summary

Join team Ampersand as a Web Developer, leading on digital projects such as website development, search engine optimization, analytics and other technical integrations. Under the direction of the Creative Director, the Web Developer will elevate key website development and support functions of the agency. This position is a combination of big picture product development and the day-to-day tactical execution of website and digital efforts to ensure our client's business success. The ideal candidate will have a passion for developing processes, managing projects and timelines, and leading team communications

Ways You'll Contribute

- **Website Development** - Lead the development of new website builds, advance the technology stack offerings of the agency, ensure industry best practice and agency standards are met by both in-house and outsourced vendors, manage API integrations, and software and CMS selection and implementation
- **Website Support & Hosting** - Perform ongoing website maintenance and testing, maintain hosting platforms, monitor site security, troubleshoot and remedy bugs
- **Domain Management** - Conduct domain search, registration, migration, and DNS management
- **SEO** - Grow local SEO visibility through local search auditing, online reputation management, and citation building. Research and identify target keywords and create search-optimized page titles, descriptions, and other on-page content.
- **Analytics & Reporting** - Identify, create, and monitor website goals and KPIs, and ensure accuracy of tracking. Convert analytical data into custom reporting dashboards to share with clients on a monthly basis.

- Other digital platforms, client, agency, and business projects as needed

Additional Responsibilities for Key Agency Positions

As a key agency position, you will aid in the design and implementation of your product by streamlining operations, maximizing profitability, and increasing customer satisfaction through:

- Create, refine and document agency systems and processes
- Evaluate new technology selections and guide implementation
- Help develop new agency service offerings, pricing, and promotional strategies
- Support in building freelancer relationships and manage services performed by outside suppliers and vendors
- Assist in the proper on-boarding and training of employees
- Provide objective feedback on the development and process adoption of team members as it relates to the agency processes and products you own
- Collaborate with other Workgroups to ensure agency's growth expectations are met
- Represent the agency or its clients at industry, community, and client functions
- Present, sell, and defend agency work/proposals to prospects and clients

Ideal Candidates Will Have

- 5-7 years applicable industry experience preferred
- Associate's or bachelor's degree preferred, but not necessary
- Demonstrated experience across a variety of website and digital marketing platforms including WordPress, ECommerce softwares, Hosting platforms, Google Tag Manager, Google Analytics, Google Data Studio, and more
- Ability to contribute in agency sales and marketing activities
- Strategic marketing experience and agency experience desired

Traits We Look For

- Ability to apply marketing concepts to achieve business goals
- Able to manage a fluid budget across tactics, platforms, and vendors
- Ability to prioritize projects, pay excellent attention to detail, and multi-task
- Self-starting initiative and a relentless focus on delivering results
- Naturally inclined problem-solver with an "everything is possible" attitude
- Operates as a both a creative leader and team player



- Passion to help grow the agency and its client's businesses
- Possesses effective communication skills

