WordPress Developer

Job Description
The WordPress Developer is responsible for planning, designing, coding and modifying websites, from layout to function and according to a client's specifications. This person strives to create visually appealing sites that feature user-friendly designs. This person is responsible for all application and web development activities, including a familiarity with web hosting (such as Flywheel) and DNS configuration (Google Domains, GoDaddy.com, etc.)

Job Duties
- Works with clients to understand their business models and goals to help define strategy, content and features for design of their websites and/or applications
- Develop and maintain websites (primarily using WordPress)
- Ability to complete a website process from sitemaps and wireframes to design and development
- Works within timelines and budgets using time-tracking software
- Is the main contact for all outside vendors—stays abreast of new updates (ie: Flywheel, GoDaddy, E-Comm services, Plugins, etc.)
- Ability to train clients to manage their CMS
- Knowledge of digital marketing platforms that drive traffic to the web (Google Ads, Email (MailChimp), social, etc.)
- Experience with Google Analytics to optimize conversions and goals
- Ability to connect online forums, blogs and social content seamlessly with CMS
- Ability to oversee site maintenance with the added ability to identify complex problems, troubleshoot and provide solutions
- Ability to collaborate with copywriters, art directors and project managers to ensure solutions meet client objectives
- Assist in the continued maintenance of our current websites, including QA testing
- Assist with client proposals to estimate cost and timelines
- Strives to innovate new concepts and ideas into the work

General Knowledge and Concepts
- Experience with responsive web design
- Knowledge of web hosting and DNS
- Knowledge of web standards and application best practices
- UX/UI Design
- E-commerce

- Web workflows
- Web security
- Accessibility
- Mobile & app development

Preferred Skills
- 3-5 Years of direct front-end web development experience
- At least 1 year of back-end web development experience
- Proficient in WordPress, HTML, SCSS/CSS, JS, PHP, Photoshop (or design tool of choice), WooCommerce, Moz Pro, GIT/version control, e-commerce, accessibility, and more.
- Team player with ability to collaborate with creative

Send work samples and resume to Work@SwimCreative.com