

JOB DESCRIPTION

WEB DEVELOPER & SEO STRATEGIST

Hirons is an advertising, public relations and digital agency delivering bold ideas. For more than 45 years, our research-based, results-driven approach has helped hundreds of clients reach their marketing and communications goals.

Hirons employees are especially enthusiastic and loyal because our unique structure provides each an ownership stake in the company. Together, we daily live out the Hirons mantra: Outwork, outthink, outperform.

We welcome your interest in joining our talented and dedicated team.

Hirons. **Be bold.**

Digital department

Digital continues to be a focus at Hirons as clients compete in a growing, ever-changing online environment. The digital landscape changes incrementally every day with tweaks from industry giants, such as Google. These changes affect how an organization is viewed online and how they achieve their business goals.

The digital team at Hirons provides a strategic digital marketing lens against our clients' businesses. By looking at owned digital entities, such as websites, social media pages and email marketing efforts, Hirons can provide the next best digital investment opportunities for our clients.

Hirons is involved in website development, user experience optimization, search engine optimization (SEO), email marketing, reputation management and social media marketing across networks. Staying on top of technology and emerging trends is critical to maintaining best practices and growth.

Web Developer & SEO Strategist summary

The web developer & SEO strategist will act as the digital team liaison on identified client accounts and actively participate in internal and external meetings and communications as necessary. This entails development, testing and launching of websites, website maintenance support, SEO research, strategy and implementation support, digital audits, and email marketing strategy. The ideal candidate will have expertise with a variety of front- and back-end development tools and marketing technologies. The strategist will also assist in the production of advertisements for online and social platforms and will report to the director, digital strategy.

Duties and responsibilities

- Build digital experiences across platforms and devices.
- Assist in gathering requirements from users and stakeholders to define information architecture, create sitemaps and document user flow for website projects.
- Assist in the creation of annotated wireframes for websites based on a client's goals.
- Coordinate with the digital & media teams on usability, navigation and conversion goals.
- Edit and/or troubleshoot HTML, JavaScript and CSS.
- Administer website maintenance and optimizations.

- Perform digital audits, including review and assessment of websites, SEO/GEO, digital content, email marketing and online listings in collaboration with the digital team.
- Work collaboratively on keyword, competitive and usability research.
- Conduct functionality and quality assurance testing to ensure the delivery of high-quality digital projects.
- Develop creative into online advertising, including static and animated GIF and HTML5 ads.
- Perform SEO/GEO, competitive and keyword research.
- Provide SEO/GEO strategy support and implementation when necessary.
- Review and develop analytics reports through GA and other platforms and be able to provide actionable insights
- Act as the digital team representative or liaison on specified projects.
- Support external and internal communications on specified projects.
- Support timeline and project management on specific accounts.
- Engage in self-directed and Hirons training to stay up to date with all current technologies, trends and developments.
- Work collaboratively within the agency's digital team and alongside other Hirons teams.
- Attend 1:1 status meetings with direct supervisor.
- Follow all internal procedures, particularly quality-control procedures.
- Complete other projects/responsibilities as assigned.

Qualifications and skills

- A bachelor's degree in computer science, information science, digital marketing or a related field
- 4 -7 years of professional, relevant experience in digital marketing
- Agency experience preferred but not required
- Experience with WordPress and other content management systems
- Knowledge of the full Adobe Creative Suite
- Experience with cross-browser/mobile compatibility and coding techniques
- Strong sense of ownership and responsibility for code quality and best practices
- Proven experience in SEO/GEO best practices and strategies
- Proficiency in SEMrush is a plus, proficiency in a SEO/GEO platform required
- Strong interpersonal and communication skills (oral and written)
- Ability to complete projects within realistic budget and schedule requirements
- Understanding of SEO and UI/UX best practices and how they influence design, development and functionality
- Strong knowledge of Google Analytics and navigating the platform
- Desire to stay up to date with all current digital technologies, trends and developments
- Ability to work on multiple projects at once within a fast-paced environment
- Experience with the following languages/technologies is preferred but not required:
 - Microsoft Office, including Word, PowerPoint and Excel
 - Google Web Designer
 - Adobe XD, Figma
 - MacOS software programs
 - PHP, AJAX, JSON, JS libraries and frameworks
 - Google Analytics and Google Tag Manager
 - Slickplan
 - Crazy Egg

- SEMrush
- MOZ
- Salesforce Marketing Cloud
- HubSpot

Character

All Hirons employee-owners are required to uphold the highest standards of ethical practice and business conduct. Hirons holds itself to the ethical standards set by the Public Relations Society of America, the American Advertising Federation (via the Institute for Advertising Ethics) and the Interactive Advertising Bureau. As a Hirons employee-owner, you are expected to:

- Be clear, forthright, direct and sincere in every interaction – whether with clients, colleagues, the media or the public.
- Do what you say you are going to do.
- Do the right thing.
- Always act in the best interest of the client.
- Always involve the client as a full partner.
- Treat everyone with dignity and respect.
- Be the colleague you want to have.
- Never say or do anything that you would not want to be a trending topic on Twitter.
- Never disparage a competitor, colleague or client.
- Earn, preserve and protect our reputation.

Equal opportunity employment policy

Hirons prohibits discrimination and harassment of any type and provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.