

Web Developer

At SnapComms we build awesome employee communication and engagement software used by millions of people all over the world. With over 2.5 million users globally and steadily growing, we have achieved a reputation for excellence in the SaaS industry.

SnapComms future-proofs its employees by providing a wide range of opportunities to grow and upskill. Our environment promotes continuous improvement and forward thinking in all areas. We have an awesome workplace, with a strong focus on collaboration, culture and employee engagement. We truly believe in and value our people.

The Role

This is an exciting role within SnapComms with no boundaries for great ideas.

As a technical developer, you will contribute to the optimal performance of the website. Over time, as your skills and experience expand, it is anticipated you will lead this function, achieving the overall goal of converting website visitors to leads.

You will sit within the digital marketing team, while also benefiting from close affinity with our development, design and product teams. You will be a key contributor to the content creation process, as well as working with the technical team to ensure that integrations and the overall architecture aligns with the business needs.

There will be opportunities to provide input to other software and product related projects.

Responsibilities

- Technical management of the main snapcomms.com website: responsible for the improvement, development and maintenance, ensuring user-friendly design, clear navigation and functional development
- Working closely with Marketing, Design and Product to redesign sections of the website including requirements gathering, wireframing, technical design, development, testing, user testing, and launch.
- Analysing insights and provide recommendations for CRO
- Convert text-based content into beautiful, SEO optimized web pages
- Stay ahead of the curve of best and latest technical SEO practices
- Conduct analyses of competitors' websites and identify opportunities for own site enhancement

Requirements:

- Front end and responsive design skills for desktop, tablet and mobile devices
- Previous experience of working closely with marketing and product to realise solutions
- Proficient understanding of web mark-up, including HTML5, CSS3, JQuery, and JavaScript

- Experience working with a popular CMS i.e. Drupal, Umbraco, WordPress or Hubspot
- Excellent communication and teamwork skills
- Ability to generate creative ideas and execute them; a self-starter
- Attention to detail and outstanding organizational skills
- Strong troubleshooting and analytical abilities
- Understanding of and interest in UX principles
- Effective time management and the ability to work on multiple projects simultaneously
- Proven ability as a problem solver
- Personal desire to learn and stay up-to-date with the latest web development trends and best practices

As a bonus, you'll stand out from other applicants if you also have:

- Experience with a popular marketing automation platform like HubSpot or Marketo
- Experience developing HTML emails and knowledge of the limitations of this medium
- Knowledge of image editing/graphics products (such as Adobe's InDesign, Illustrator, and Photoshop)
- Understanding and experience of the Google suite (including Google Analytics, Webmaster and Search Console)
- Web analytics and SEO skills i.e. understanding ranking factors search engine algorithms
- Web animation
- Bachelor's Degree in Computer Design, Development

If the above sounds like you, then go ahead and apply by sending a cover letter telling us a bit about you and why this opportunity excites you, along with sending your CV to chantelle.hilleard@snapcomms.com