



## WEB DEVELOPMENT TEAM LEAD

The Web Team Leader is responsible for maintaining the Ad 2 Orlando website and landing pages.

The ideal candidate is a combination of detail-driven and a creative content designer. They will bring a marriage between both technical and creative aspects related to website management and creation. Additionally, they are mindful of the user experience and seek new and innovative ways to improve the flow and structure of the Ad 2 Orlando website.

Reports to: Creative Director

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### Requirements

- Experience with Adobe Photoshop
- Experience of web design or web development or WordPress
- Strong troubleshooting and analytical abilities
- Excellent communication and teamwork skills
- Knowledge of web analytics and SEO
- Familiarity with best practices in web design standards
- Working knowledge of HTML/CSS, XML
- Passion for website and interactive projects

### Responsibilities

- Create and manage all web-related marketing efforts
- Updating the Ad 2 Orlando website on quick turnaround deadlines
- Serve as the webmaster for the Ad 2 Orlando website
- Control of design of the Ad 2 Orlando website
- Testing updates to Ad 2 Orlando website for use across different user platforms
- Monitoring online traffic and conversions