

Web Master

Sonetics Corporation provides team communication solutions for enhancing the productivity, safety, and effectiveness of work teams in aviation, firefighting, public works, marine, construction, and industrial operations. Our communication systems, which include both headsets and radio interfaces, ensure all team members can hear and be heard, even in the most challenging environments. Sonetics pioneered the development of hands-free wireless headsets, which allow team members to stay in continuous contact without being tethered to an intercom or belt pack. All systems are backed with our exclusive ComCare Service Program, which provides up to five years of extended protection and expedited customer care -- the longest in the industry.

Twice named by Inc. magazine as one of America's 500 fastest-growing private companies, Sonetics, together with its Firecom and Flightcom divisions, helps more than 500,000 customers in 90 countries solve their toughest communication problems. www.soneticscorp.com.

We are currently looking to hire a Web Master. As a key member of our marketing team, this individual will implement web pages, maintain content, and oversee day-to-day management of the company websites. This individual will also be responsible for the quality and integrity of web pages, and optimization the website for organic search results and lead generation.

In addition to the foregoing, the successful candidate will have the ability to:

- Implement and manage ongoing development and operation of the company's websites.
- Be responsible for the architecture and design of company web sites and pages, including graphics, animation, videos, and other functional elements.
- Create new website elements using the latest technologies and trends for effective website operation and compatibility with industry-standard browsers.
- Implement search engine optimization strategies.
- Implement pay per click campaigns.
- Ensure that all internet standards are met and that the company does not violate any standards.
- Define, measure, and improve website development and maintenance processes.
- Provide ongoing monitoring, statistics, analysis, and optimization of Internet traffic and website performance. Perform day-to-day site maintenance on multiple company web sites.
- Work with company marketing communications to create tracking mechanisms for visitors, Web promotions, and other lead generation programs designed to interface with a CRM system.
- Manage ongoing relationships with outside vendors that are hosting, developing, or assisting the optimization of company websites.
- Develop partner extranets for sales channel partner

Required Skills, Experience, Education

- BA/BS in Computer Science, Graphic Design, or related field

- 3-5 years of Webmaster/ web developer experience
- Minimum three years experience using modern website design tools such as WordPress or Dreamweaver. Strong demonstrated skills with these tools.
- Demonstrated experience designing and implementing professional, standards-based websites for business using modern design elements such as CSS, HTML5, JavaScript, etc.
- Experience developing and maintaining partner extranets tied to internal systems
- Minimum one year experience with effective content management systems such as Joomla!
- Minimum three years experience with graphics design software and tools such as Photoshop, Adobe Illustrator, etc.
- Experience with Internet-based advertising and online marketing campaigns linked to email.
- Knowledgeable about the technical aspects of the web, web forms, e-commerce, and similar technologies.

To be considered for this position, please contact: signe.geneser@soneticscorp.com