

# Website Designer/Project Manager

(part time will turn into full time)

## Scope of Work and Responsibilities

WSI Smart Marketing is a family-owned Santa Rosa based Internet marketing agency that is part of WSI, which is the world's largest, most experienced digital marketing network. With over 10 years in the industry, our agency has a strong record of success that includes award-winning website design. As technology has evolved, we have expanded to offer more than just an attractive and effective online presence for our clients. Working with the latest online tools, we help our clients to succeed online and create wealth for their businesses. The most valuable part of our organization is our team of highly skilled individuals. We are proud of our agency's positive workplace culture. We foster a strong sense of collaboration, communication, community, and family.

Together we work hard and play hard.

### Web Designer Core Responsibilities:

- Help the web development team design the overall layout and aesthetic for websites
- Incorporate functionalities and features into websites
- Support our team of graphic designers in creating mock-ups of websites for client approval. Ability to create your own mock-ups is a plus!
- Respond and manage clients' design requests and expectations
- Conceptualize creative ideas with clients from a wide range of industries
- Collaborate with clients in generating site maps for their websites
- Lead a team of creative and technical individuals (web developers, graphic designers, writers) to produce websites for businesses
- Manage the team and the scope of the website project from conception to online completion
- Participate in client meetings to better understand and meet the needs of the client and to translate those expectations to the team
- Daily review tasks and goals that need to be completed
- Attend meetings to update staff on the progress of each website project
- Take on new tasks that help lead the company to future success
- Work to efficiently and consistently meet productivity goals and forecasted deadlines

### Attributes:

- Outstanding English and grammar skills
- Good copywriting skills

- Exceptional attention to detail and highly organized
- Enjoy working in a collaborative environment
- Passion for quality design and innovation
- Self-motivated and proactive
- Self-initiated problem solver
- Excellent communication skills, both written and spoken
- Able to ask questions and be comfortable asking for help when needed
- Ability to confidently present to our team, clients, and larger groups as a whole
- Thirst for learning

### Skills and Qualifications:

- Minimum of 2 years of general marketing experience preferred
- Minimum of 2 years of experience working with both web developers and designers is a plus
- Knowledgeable in WordPress, Photoshop, and Microsoft Word, Figma, Adobe XD
- Good visual design sense
- Up-to-date experience and knowledge with web protocols, standards, best practices, and technologies

### Our Mission:

- WSI Smart Marketing exists to passionately partner with national and local businesses by leveraging the power of the Internet. We provide exemplary world-class service, transparent communication, and tangible performance of our digital marketing efforts and provide an empowering and safe environment for our team. We promote overall health, happiness, and growth throughout our organization. We believe it's our friendly and innovative culture that leads to great ideas and breakthrough marketing strategies. It's through our values we embrace better in all we do.

### Our Core Values:

- Transparency - By committing to being transparent with our performance, reporting, and communication, we are able to provide honest results, backed by data, that we can optimize and continually improve.
- Integrity – We are an established ethical company, placing honesty and fairness above profitability
- Success – We strive for excellence while contributing to the prosperity of our clients, employees and community
- Partnerships – We treat our partners as we would like to be treated, and we pursue win-win partnerships with like-minded companies
- Innovation – Our team stays on the cutting-edge of our industry

- Community Support – We contribute to trustworthy organizations that make a difference in the lives of disadvantaged people

## What We Offer:

Benefits vary depending on part-time or full-time employment status.

- Fun and dynamic office environment
- Collaborative and supportive staff
- Competitive compensation
- Health insurance
- Vacation
- Retirement
- Work travel
- Inside Sales Bonus Program