



Location for this position:

Rowmark
5409 Hamlet Dr.
Findlay, Ohio 45840
www.rowmarkllc.com

Title: Website Developer

Reports To: Director of Strategic and Technology Planning

Primary Purpose: Support the company's strategy to deliver commercially focused and customer-friendly websites. Manage the content and operations of each of the company's websites with a strong focus on on-line ordering systems ensuring that overall e-commerce content is current and systems are functioning correctly and efficiently.

Expected Attributes of Employees:

- Positive attitude with a high level of accountability, personal drive, ambition, integrity
- Competent in communicating directly and effectively throughout the organization
- High level of multi-tasking skills, with a strong attention to details and the ability to follow-up on all responsibilities
- Passion for continuous improvement in all aspects of the position and a personal drive toward positive results
- Demonstrated strong oral and written communication skills
- Ability to balance issues emotionally and objectively and empathize with other employee concerns
- Team-oriented customer service spirit with a passion to learn in a fast-paced, goal/deadline-driven atmosphere

Qualifications:

- Associates or Bachelor's degree and/or relevant website content work experience required
- Prior work experience using applicable software:
 - HTML and CSS coding - *required*
 - Adobe CC Suite for image and PDF editing - *required*
 - CRM software – *recommended*
 - Craft 2/3 and Magento experience - *preferred*
- Experience with digital marketing & SEO (Search Engine Optimization)
- Experience with responsive design and cross browser testing
- Experience with managing and working with cross functional web design and development teams
- Experience using implementing API's to interact with third party services.
- Experience with responsive frameworks, such as Bootstrap
- Excellent communication (written and verbal) and problem solving skills
- A proficient knowledge and understanding of HTML5, CSS, JavaScript (jQuery), and PHP or other OOP languages
- Good understanding of CSS preprocessors such as SASS, LESS, etc...
- Basic knowledge of MySQL or other relational databases
- Familiarity with Git or similar version control system



Primary Duties & Responsibilities:

- Manage overall company's website content with assistance from Marketing Department to ensure a consistent and high quality image: company and contact information, products and services, photography, product descriptions, details and images.
 - Manage company website e-commerce functions to ensure that content is current and correct, including products, pricing, photography, product codes and descriptions, etc. Work to improve customer experience on website. Assist with resolving issues relating to a customer's ability to navigate the on-line ordering system or processing of on-line payments.
 - Incorporate marketing campaigns into website design. Update as new themes or promotions are incorporated into website design, including on-line promotional codes campaigns, discounts, promotions and rewards programs.
 - Implementation of a robust set of services and APIs to power company websites.
 - Optimization of the application for maximum speed and scalability
 - Perform account management of pay per click accounts on Google AdWords, Bing and other search platforms.
 - Report results regularly with a summary of trends, concerns, and/or recommendations.
 - Provide recommendations and execute strategies for keyword opportunities, campaign structuring, targeting, display network, and other facets of paid search in accordance with marketing/company goals.
 - Manage and monitor keyword bids and all accounts, watching daily and monthly budget caps, impression share, quality score and other important account metrics.
 - Work with the Marketing Department to enter new products and maintain current product offering.
 - Coordinate product landing pages to support marketing initiatives.
 - Manage cross-sell/up-sell content and product relationships to promote add-on/suggestive buying.
 - Generate weekly and monthly reporting for all major metrics, goals tracking, revenue tracking, paid search initiatives, website activity levels and on-line ordering results.
 - Manage customer log-ins and accounts. Assist customers and troubleshoot log-in issues. Maintain customer files and appropriate customer information on line.
 - Assist with social media content to ensure that it ties with ecommerce opportunities.
 - Complete all other projects and tasks assigned by supervisor.
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At Rowmark, we are passionate about making our customers look great!

We proudly manufacture, market and distribute of a wide array of innovative and quality products for our customers primarily in the awards, recognition and signage markets.

Founded in 1997, our company has developed into the leader in the markets we serve. Our state-of-the-art manufacturing, warehousing and distribution systems continue to be keys to our success.

Rowmark's family of companies is headquartered in Findlay, Ohio, where it manufactures its plastic sheet materials in a new 88,000 square foot facility. Our extensive product line of sheet materials are distributed in over 80 countries around the world.

Rowmark also owns and operates a separate lamination and film business unit in Trenton, NC as well as an additional customer service/distribution centers located in Belgium and Australia. In October 2013, our company partnered with Bertram Capital, staging us for major growth.

We have recently joined forces with several very successful domestic distributors (Johnson Plastics, LaserBits and Bur-Lane), leading to our introduction of Johnson Plastics Plus in 2017 as the leading supplier/distributor to our customers in the engraving, sign-making, awards/recognition, industrial, hospitality, hobby markets. As part of the



Rowmark family of companies, Johnson Plastics Plus strives to provide world class service to our customers every day with eleven distributions points throughout the United States.

Rowmark is an Equal Opportunity Employer that values our employees and offers a competitive pay and benefits package, an encouraging, supportive environment with training, professional development, recognition programs and career growth opportunities. Our benefits include profit-sharing, medical, dental, vision, 401(k), life insurance, flexible spending account options, short-term and long-term disability, vacation and paid company holidays.

We believe that people have always been and will continue to drive the success of our company. *Rowmark is open to assisting with relocation costs for a strong candidate that meets the qualifications of the position, if necessary.* If this sounds like the opportunity for you, we invite you to submit your name for consideration.

Please send resume and salary requirements to: kwinner@rowmark.com