CORAL RIDGE PRESBYTERIAN CHURCH
WEB DEVELOPER & STRATEGIST

POSITION OVERVIEW

Coral Ridge is seeking a qualified applicant to oversee the websites of multiple ministries, to better engage digital audiences and support the strategic marketing plan. This position will provide day-to-day website management as well as ongoing development of current and future websites and digital platforms.

POSITION DETAILS

- Full time: 40 hrs/wk
- Reports to Director of Communications & Marketing
- Eligible for benefits

JOB RESPONSIBILITIES

- **-** Maintain and update functionality, usability, and content of multiple ministry websites
- Add features, pages, and create custom page structures as needed for marketing/communication purposes.
- Optimize all new and existing content for organic and paid SEO performance
- Create, manage and report performance of landing pages for marketing purposes
- Provide weekly, monthly, and yearly metrics reports including website traffic, landing page performance and search engine advertising KPI's
- Collaborate with internal/external ITS support for backend development and maintain security of websites
- Identify, analyze, and recommend technology and business processes as viable, cost-effective means to achieve goals
- Manage third parties for maintaining and updating mobile apps
- Complete other needed requirements as assigned by the AVP of Marketing
- Assists the Director of Marketing and Communications by monitoring web statistics and reporting trends to inform site navigation or content decisions

- Creates and maintains all site documentation and registrations such as for URLs and security certificates
- Develop and maintain web metrics and analytics dashboard focusing on Google Analytics, SEO, heatmaps and other KPIs
- Responsible for maintaining the external Web site along with the off-site hosting company
- Provides guidance and assistance in architecture, design, graphics and maintenance of websites
- Act as liaison for outside vendors and programmers as necessary to support ongoing projects
- Plans and implements information architecture, site maps, usability testing and web metrics
- Develops project plans specifying goals, strategy, scheduling, identification of risks, contingency plans and allocation of available resources. Prepares project status reports and keeps management informed

Flexibility to perform other related tasks as needed

POSITION QUALIFICATIONS

- Professing Christian, stable and growing in the faith
- Bachelor's degree or equivalent experience
- 5+ years web development experience
- Must have experience with HTML5, CSS, WordPress, responsive web design and practices, CMS Platforms and the latest UI/UX practices
- Strong analytical skills and understanding of KPIs for digital media
- Dependable and able to take ownership/self starter
- Committed to the ministry of CRPC

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