Jobs.ua Ваш надежный помощник

Web Master

📍 Львов,

Компания: Gi Group Ukraine

Рубрики: **IT, WEB специалисты**

Пожелания к сотруднику

Образование:	средне-специальное
Опыт работы:	от года
График работы:	полный рабочий день

Описание вакансии

Position Summary

The Web Content Editor will be responsible for editing content and improving websites performances to achieve defined goals. In addition to basic website content update, maintenance and basic analytics/reporting, the Website Content Editor/Webmaster will configure the CMS modules and perform light front-end coding (HTML and CSS). As such, this role requires both digital marketing and technical skills. In this position, you will have the opportunity to work for some of the most iconic brands of the Nestle portfolio such as Nescafe, Starbucks, Purina and many more.

A day in the life of...

- Configure new components and edit existing content within CMS platform;
- Ensure content is accurate;
- Ensure timely publication;
- Improve Search Engines ranking by applying SEO best practices (broken links, content tagging, accessibility) and properly format and tag content in the CMS;
- Review and analyze available reports and dashboards and contribute providing insights and suggesting user/content tests necessary to optimize the website's user engagement;
- Ensure documentation is up-to-date;
- Work closely with a team of expert in areas of website optimization, SEO and Analytics;
- Identify opportunities to enhance websites, automate some activities and continuously improve the service provided to our partners;
- Maintain content, develop new pages, and ensure overall UX quality and consistency across assigned website using Content Management System (CMS) capabilities;

What will make you successful

- Ideally, 2 to 5 years of experience managing websites and content for large-scale organization;
- Experience working with Content Management System (primarily Drupal) - php coding is not required;
- Familiarity with tools and processes needed to conduct ongoing content testing and optimization;
- Strong analytical mindset;
- Experience with HTML, CSS, SEO tools (ideally BrightEdge, DeepCrawl and Google Search Console) and Google Analytics a definite plus;
- Familiarity with some of the following tools is a plus: Google Optimize, Usabilla, Tint, Photoshop, SessionCam, Data Studio, SimilarWeb;
- Result focus and action-orientation;
- Excellent business English communication skills (verbal and written);
- University degree preferred.
- Familiarity with website ecosystem (CMS, Analytics, SEO, front-end optimization, UX etc.);

Контактная информация

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