

JOB DESCRIPTION

Position: Web Developer

Location: Clickatell, a Sequoia-backed global leader in mobile communications specializing in [bulk messaging services](#) and [SMS gateway](#) connectivity to enterprises, is looking for a Web Developer to join our dynamic online marketing team in Durbanville, Cape Town.

Date: 13 January 2010

Reporting To: **Online Marketing** – *Analytics, SEO & Web Dev Manager*

Reporting to You: None

Purpose Intern/Junior Web Designer

Key Responsibility Areas:

The incumbent will be responsible for developing, testing & deploying web content & providing web development necessary for executing Online marketing tactics for the various Clickatell websites and sales channels.

He/She will liaise with various internal teams & stake holders, recommend & find solutions to website development issues.

W3C compliance.

Daily design of banners ads, email creative, campaign land pages and other marketing creative, together with coding of these requests.

Maintenance of brand integrity during web development.

Work through web development daily & project job ticketing queue.

Regular updates to Online sales collateral across a range of sites.

Monitoring, optimising & reporting on web page load time performance in key territories.

Search Engine Optimization during web development process.
Application of web analytics to identify web page optimization opportunities in order to maximize utilisation of site visitor conversion opportunities along customer conversion funnel.

Assisting senior web development resources in team with various front-end and back-end development duties.

Core Competencies: *Competence in front-end technologies required:*

- HTML/XHTML;
- CSS;
- Search Engine Optimisation;

Competence in the back-end technologies would be advantageous:

- PHP;

	<ul style="list-style-type: none"> • MySQL; <p><i>Competence in the following software required:</i></p> <ul style="list-style-type: none"> • Photoshop; • Dreamweaver; • Fireworks; • FTP client; <p><i>General Competence</i></p> <ul style="list-style-type: none"> • Good verbal & written communication skills - Both technical & business; • Ability to design & develop web page mock ups, banner ads, email creative briefs, while taking search engines & cross browser compatibility testing into account at all times; • Search engine marketing experience a plus;
<p>Experience and Education:</p>	<p>IT Diploma or Degree – preferred</p> <p>Experience in online marketing advantageous</p> <p>Experience using a CMS advantageous</p>
<p>Personal Characteristics:</p>	<p>Ability to work in a fast paced, high pressure environment;</p> <p>High levels of attention to detail and well developed troubleshooting and problem resolving skills essential;</p> <p>Excellent inter-personal and communication skills essential;</p> <p>Must be able to work effectively independently, as well as in a team structure.</p> <p>Ability to work to deadlines;</p> <p>Excellent organisational & planning skills;</p> <p>Professional Approach;</p> <p>A fresh outlook and friendly personality, be committed and hardworking</p> <p>Proven ability of managing multiple, competing priorities simultaneously.</p> <p>Time management & keeping to deadlines is essential.</p>
<p>Special Requirements:</p>	<p>The individual we seek must have high levels of energy.</p> <p>Creative flair would be advantageous.</p> <p>Passion for online marketing preferred.</p> <p>After hours availability if required.</p>
<p>Note:</p>	<p>To perform this job successfully, the individual must be able to perform each essential duty satisfactorily. The requirements listed above are representative of the knowledge; skill and or ability required and are not intended to be an exhaustive list of all duties and responsibilities associated with this job.</p> <p>You will be required to perform all reasonable duties assigned to you or related or incidental to the proper completion of your job tasks.</p> <p>During a colleague's leave of absence from the company or during month end or peak business periods, you may be required to perform other job tasks</p>



upon reasonable request from your line manager.

Relocation costs (if applicable) will be for own account.