

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 – <i>Analytics, SEO & Web Dev Manager</i>
Reporting to You:	None
Purpose	Medium Weight Web Developer
Key Responsibility Areas:	<p>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.</p> <p>He/She will liaise with various internal teams & stake holders, recommend & find solutions to website development issues.</p> <p>W3C compliance.</p> <p>Maintenance of brand integrity during web development.</p> <p>Work through web development daily & project job ticketing queue.</p> <p>Regular updates to Online sales collateral across a range of sites.</p> <p>Monitoring, optimising & reporting on web page load time performance in key territories.</p> <p>Search Engine Optimization during web development process.</p> <p>Application of web analytics to identify web page optimization opportunities in order to maximize utilisation of site visitor conversion opportunities along customer conversion funnel.</p> <p>Owner of Marketing's responsibilities around Online marketing infrastructure & interfacing with Systems Administration in this role.</p> <p>Play role of marketing's interface with Engineering department, including preparing documents around Marketing requirements from Engineering, testing and marketing acceptance of deliverables.</p>
Core Competencies:	<p><i>Competence in the following technologies required:</i></p> <ul style="list-style-type: none"> • HTML/XHTML; • CSS; • PHP;

	<ul style="list-style-type: none"> • MySQL; • Search Engine Optimisation; <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 upon reasonable request from your line manager.</p>



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