Web Developer

The **Web Developer** is an important member of digital team who's skilled in all aspects of web development and is responsible for the creation and implementation of a wide variety of web-based solutions using a multitude of client-side and server-side languages. Work performed includes all aspects of our Agency and Clients' web-based systems and digital ecosystems. This may include building new or maintaining existing websites and microsites, 3rd party add-on integrations, APIs and databases with the goal of strong functionality and performance.

The Developer will work closely with other web developers, digital designers and project management to code/build solutions for a variety of digital applications (websites, microsites, emails, landing pages, etc.) that fulfill internal standards and client objectives outlined by account leads. This position reports to the VP of Technology. Responsibilities of Marriner's Digital Art Director are comprised of (but not limited to):

Development Expertise

- Develop dynamic, database-driven websites that utilize defined Content Management System—primarily WordPress, but may include other solutions
- Work with other developers and the Digital Art Director to build an intuitive CMS backend for ease of adding new content and making updates
- Develop and maintain websites and web-based solutions utilizing modern technologies
- Work directly with the VP of Technology on development execution strategies
- Participate in design and architecture of applications to meet business requirements
- Provide documentation as required and participate in code reviews, planning sessions and routine digital status meetings
- Help define and document the department's development standards for consistency and quality across all development deliverables
- Display dedication to individual and collaborative problem solving
- Troubleshoot and optimize web pages for security, performance and responsiveness
- Develop websites using proven security best practices and data protection measures to prevent vulnerabilities and known exploits
- Be proficient in development languages, libraries and frameworks such as PHP, JavaScript, MySQL, CSS
- Maintain communication with team members, project managers and leadership concern the direction and progress of websites and other development-related projects to maintain a smooth workflow
- Collaborate with digital designers to ensure their vision is built as desired by participating and design to development handoffs and by reading/following Functional Requirement Documents (FRDs) when available
- Build from provided design files with pixel-perfect accuracy of frontend output
- Ensure development output is cross-device and cross-browser compliant
- Work toward developing skills in ecommerce execution to prepare for this inevitable future
- Be prepared for and actively engaged in internal and client meetings

- Mitigate technical SEO and performance issues by conducting frequent sprints using common auditing tools
- Address website maintenance tickets quickly and accurately
- Utilize opportunities to add value to the work and aid in selling incremental ideas
- Work with digital design team members in coding or adding functionality to marketing automation email and landing page templates that have been designed
- Develop and maintain working knowledge of technologies such as, 3D environments, AR, VR, gamification, IoT, blockchain, etc
- Work with VP of Technology in creating and maintaining CRM/marketing automation user journeys
- Conduct Quality Assurance and use case testing, along with the full digital team for large projects to ensure there are no issues prior to moving work to the live/production environments

Knowledge and Skill Requirements

- 5+ years demonstrated development experience with coding advanced PHP, HTML5, CSS3, AJAX and JavaScript while utilizing data from MySQL databases, REST, SOAP, APIs, XML and JSON
- Minimum 2 years of Agency or in-house Agency experience
- Ability to install, upgrade and manage PHP/MySQL installs
- Proven experience developing high-availability, database-driven applications
- Working knowledge of enterprise-level Linux and Windows OS hosts
- Experience managing, installing and assigning SSL/TLS server certificates
- Expert-level HTML and CSS frontend skills
- Working knowledge of Google Analytics and data visualization dashboards
- Proven expertise with responsive design standards and libraries/frameworks
- Excellent knowledge and experience with SEO and accessibility best practices
- 5+ years as a WordPress developer with a solid understanding of the framework, custom plugins, coding best practices, resources and community
- .NET development experience a plus
- Be the expert and the Agency's go-to resource for code-related questions
- Ability to form genuine relationships internally and externally
- Excellent verbal, written and listening skills
- Effective management of multiple, concurrent projects/tickets against aggressive timelines without compromising accuracy or quality
- Great interpersonal skills and a do-whatever-it-takes attitude
- Positive attitude and general spirit of teamwork

Key Performance Indicators (KPIs)

- Development deliverables are on time and deliver on client objective(s)
- Produce work that works—delivers on KPI(s) in project briefs
- Receive praise from clients
- Development effectively reflects designs and FRDs
- Code passes vulnerability scans
- SEO scans produce higher scores after each sprint
- Maintenance tickets are completed on time (within 72 hours) and accurately