



Web Developer

Website Design, Development, and Marketing Services – Roanoke, Virginia

Position Overview

LeadPoint Digital is looking for a Senior Web Developer with a high aptitude for website user experience and coding languages to join our team. The Senior Web Developer will work directly with the creative director, project manager, digital marketing specialist, and front-end developer to execute and evolve our clients' websites.

Responsibilities

Development & Maintenance

- Develop responsive website themes and wireframes utilizing content management systems such as WordPress.
- Develop functional databases, applications, and servers to support websites on the backend.
- Develop and design RESTful services and APIs.
- Ensure that non-functional requirements such as security, performance, maintainability, scalability, usability, and reliability are being considered when architecting solutions
- Support website maintenance requests from our retainer clients and digital marketing team.
- Manage, maintain, and improve web servers.

Corporate

- Report back to the team on website development, maintenance, and server health.
- Educate the team on capabilities to improve the user experience for our retainer clients.
- Maintain and update processes and procedures regarding web design, development, and maintenance.
- Strategize organizational direction on emerging technology platforms and communicate the effectiveness to executive stakeholders.
- Keep job knowledge up-to-date by studying new development tools, programming techniques, and computing equipment; participating in educational opportunities; reading professional publications; maintaining personal and professional networks; participating in professional organizations.

Qualifications and Skills

Required:

- Bachelor's Degree
- Experience in developing websites on content management systems.
- 3+ years of experience developing WordPress websites.
- 3+ years of HTML, CSS, PHP, JavaScript, Java, jQuery, MySQL, REST, SOAP experience.
- Experience working with Git and GitHub.
- Strong problem solving, organizational, prioritization skills.
- Highly detail-oriented.
- Collaborative team member.
- Systematic and process-oriented.
- High social confidence and a great communicator.



Preferred:

- Bachelor's Degree in computer science, visual communications, or related focus.
- Familiarity with digital marketing strategies, including SEO and conversion optimization.
- Server-side support and maintenance

Benefits & Compensation

- Health Insurance
 - \$300 Paid by LeadPoint for Employee per month
 - Family Coverage Available, Cost to Employee Varies
- 100% Paid Benefits for Employee, including:
 - Dental Insurance
 - Vision Insurance
 - \$10,000 Term Life Insurance
 - Short-Term Disability Insurance
 - Family Coverage Available, Cost Varies
- Cell Phone & Downtown Parking Allowance
- Simple IRA with 3% Employer Matching
- 4-weeks Paid Vacation
- 5 Paid Sick Days
- Flexibility for Personal Situations
- \$60,000-\$70,000 annual salary (dependent on experience)

Total Compensation (Salary + Benefits): \$67,000 - \$78,000 annually

Why you want to work for LeadPoint Digital

Work hard; play hard. LeadPoint Digital has a team-driven culture that's focused on creating winning strategies for clients. Digital marketing is a fast-paced environment that's changing every day. Our team is agile enough to meet the demands while delivering results, from building websites to developing SEO/PPC/social media strategies to building content marketing plans. We are growing a team with goal-oriented people who like challenges and solving problems. The LeadPoint Digital team works in-office in a mountain-metro location where after-hours play can start the minute you step out of the office in downtown Roanoke, VA. Work hard; play hard. Apply now.