



Front-End Developer

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

Position Overview

LeadPoint Digital is looking for a talented Front-End Developer with a high aptitude for website user experience to join our team. The Front-End Developer will work directly with our project manager, digital marketing specialist, designer, and engineer to execute and evolve our clients' websites through CSS and functionality.

Responsibilities

Development & Maintenance

- Develop responsive website themes and wireframes utilizing content management systems such as WordPress.
- Improve website user experience through CSS, animation, and functionality.
- Load content and develop web pages.
- Build HTML emails in popular ESP software such as Constant Contact and Pardot.
- Support website maintenance requests from our retainer clients and digital marketing team.

Corporate

- Report back to the team on website development progress and maintenance projects.
- 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.

Qualifications and Skills

Required:

- Bachelor's Degree
- Experience in developing websites on content management systems.
- Proficient in HTML/CSS and front-end development.
- 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 marketing, graphic design, visual communications, or related focus.
- Familiarity with digital marketing strategies, including SEO and conversion optimization.

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
- \$45,000-\$55,000 annual salary (dependent on experience)

Total Compensation (Salary + Benefits): \$52,000 - \$62,500 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.