

**Title:** Senior Software Developer | Marketing Focused  
**Reports To:** Software Development Manager/Marketing Manager  
**Department:** IT  
**Classification:** Full-Time/Exempt

**Position Summary:**

The role of the Senior Software Developer-Marketing is to develop and maintain new or improved software products, procedures, and techniques to support the company's online marketing objectives and strategies. This position will collaborate with Project Managers/Business Analysts and the Marketing Department to create web services and web applications that are critical to the company's growth. This position will also participate in architecture and design activities related to online eCommerce systems

**Responsibilities:**

- Develop high-level and detailed solution design and architecture for web applications and services to support company marketing strategies
- Optimize code design and framework
- Implement and optimize product feed generation and automations (Google shopping, Amazon, etc)
- Maintain and update CMS systems for Marketing team needs
- Collaborate with Business Analysts and Marketing staff to resolve gaps between the business requirements and design specifications
- Mentor and provide guidance to fellow software developers
- Write code that is stable, reusable, scalable and simple.
- Translate requirements to design, architect and document systems
- Participate in peer and code reviews to represent reviewed work for adherence to standards and specifications

**Skills:**

- Must be detail-oriented with the ability to manage multiple assignments effectively
- Critical collaboration and communication skills that will engage both IT and Marketing effectively
- Ability to adhere to development standards and procedures
- Strong debugging, troubleshooting and analytical skills
- Able to work independently and efficiently to meet deadlines
- Excellent interpersonal, verbal and written communication
- Team oriented

**Minimum Job Requirements:**

- 3+ years of hands-on experience developing with HTML/CSS/JavaScript/DOM Model
- 5+ years of hands-on experience with C#/.NET/MVC/Microsoft Visual Studio
- Strong skillsets with JavaScript, API integration (AJAX/SOAP), and JQuery
- Competent knowledge of use of frameworks and tools such as: Web API, Entity Framework, Razor and jQuery
- Experience designing, developing and optimizing MS SQL databases
- Strong experience with Google Analytics, WordPress, SEO, A/B testing
- Strong experience and understand of object oriented development principles
- Bachelor of Computer Science/Technology or equivalent work experience.
- Experience with open-source E-commerce solutions a plus
- Experience with modern JavaScript frameworks like Node.js and Angular.js a bonus
- Relevant Microsoft Certification a bonus

While performing the duties of this job the employee must be able to sit continuously to perform essential job functions throughout the entire shift. May require walking primarily on a level surface for periodic periods, throughout the day. Requires interacting with others, interpreting spoken messages, constant keyboarding, sitting, hearing and talking are required. The



## **JOB DESCRIPTION**

employee will occasionally stand and walk, and infrequent bending at the waist, twisting of the upper body, kneeling, being mobile on even surfaces, squeezing and crouching are also required. Requires infrequent lifting and carrying of 1-25 pounds.

*This position description is not intended to be and should not be construed as an all-inclusive list of responsibilities, skills or working conditions associated with this position. While this description is intended to accurately reflect the position's activities and requirements, management reserves the right to modify, add or remove duties as necessary.*

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