

Web Designer

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

Position Overview

LeadPoint Digital is looking for a talented Web Designer with a high aptitude for marketing to join our team. The Web Designer will work directly with our project and digital marketing managers and be responsible for designing, developing, and evolving websites.

Responsibilities

Design

- Conceptualize new website themes.
- Design remaining elements for websites following the themes created by the graphic design team.
- Design support for digital marketing programs may include banner ads, social media imagery, visual elements for content, and landing pages.

Development & Maintenance

- Develop responsive website themes and wireframes utilizing content management systems such as WordPress.
- 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 the progress of website design, development, 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
- At least 3 years of experience in design and developing digital assets.
- Strong problem solving, organizational, prioritization skills.
- Highly detail-oriented
- Collaborative team member
- Systematic and process-oriented.
- High social confidence and a great communicator.
- Proficient in Adobe XD and Adobe Creative Suite.
- Proficient in CSS and front-end development.



Preferred:

- Bachelor's Degree in marketing, graphic design, visual communications or related focus.
- Experience designing, developing and working in popular content management systems such as WordPress.
- Familiarity with digital marketing strategies including SEO and conversion optimization.

Benefits & Compensation

Benefits

- Health Care
- Paid Vacation
- Paid Sick Days
- Flexibility for Personal Situations

Compensation

\$50,000 annual salary, plus incentives

Why you want to work for LeadPoint Digital

If you're a digital aficionado that enjoys the fruits of marketing, you're a perfect fit. We are a successful and fast growing digital marketing agency operating locally and nationally since 1998. In the last year, we have more than doubled in size and are on-pace to double again. We pride ourselves on our passion for digital marketing, user behavior knowledge, and work ethic to make a notable impact for our clients. We look forward to you elevating our team and growing your career with us.