



GUAYAKI SUSTAINABLE RAINFOREST PRODUCTS, INC.

JOB DESCRIPTION

JOB TITLE: Website Coordinator

DEPARTMENT: Brand

REPORTS TO: Marketing Director

Summary: Maintains and creates content for the Guayaki Yerba Mate website, with responsibilities for technological aspects as well as site content. Additional responsibilities include ongoing web strategy and overseeing website operation, with particular attention to design, content and site maintenance. Updates website content, including information, images, blog content, store locator content, graphics, etc., according to the changing needs of the brand. Works with website designers and providers, to plan, maintain and improve online presence, including SEO performance. Works with digital advertising lead to provide website needs, including but not limited to, Google and Facebook tags.

Responsibilities: The following reflects management's definition of essential functions for this job but does not restrict the tasks that may be assigned. Management may assign or reassign duties and responsibilities to this job at any time due to reasonable accommodation or other reasons.

- Maintains, updates and oversees website operation and content
- Works with digital media and advertising teams to maintain and align website strategy
- Updates general content as requested periodically by Marketing Director
- Troubleshoots any problems with the website
- Implements and maintains customer facing Shopify store integration into website
- Implements and maintains internal Shopify store for employee needs
- Ensures domain registration and hosting are current
- Assists with the review of site statistics and analytics
- Maintains website SEO
- Leverages web analytics, visitor analytics, and customer data analytics to monitor weekly site performance as well as competitors'
- Identify ways to improve website user experience
- Establish processes for and conduct content audits to improve content quality, ensure accuracy, and eliminate redundant information
- Identify trends, industry best practices and monitor competitor websites
- Identifies sales team needs regarding E-Commerce and integration into company website

Qualifications:

- Bachelor's Degree required

- Expertise in WordPress and Avada themes
- Shopify experience
- Proficient in coding and creation of landing pages
- Understanding of Google AdWords and Facebook/Instagram Ads
- Excellent communication and writing skills, including spelling, grammar, punctuation as well as composition, editing and proofing
- Proficiency in Microsoft Office and Photoshop (or similar program)
- Adept at social media platforms and online content management systems
- Proficiency in website design and website maintenance, both on a daily level and for larger website-related projects
- Understanding of HTML, CSS etc., as needed
- Expertise in design, graphics and layout related to websites
- Excellent in web writing and design skills
- Understanding of SEO and how to implement improvement strategy

Physical Requirements: While performing the duties of this job, the employee is frequently required to do the following:

- May sit or stand to complete work at a computer for many hours during the day
- Perform some repetitive motion activities
- Coordinate multiple tasks simultaneously