



Web Designer

Reports to Manager of Digital Marketing

Apply at lingraphica.com/careers

Major Objectives and Responsibilities:

Are you a wizard at creating webpages that capture the attention of visitors? Do you enjoy the process of developing emails, workflows, and landing pages in support of a larger marketing campaign? If so, we want to hear from you regarding our open Web Designer position.

The Web Designer is responsible for maintaining and updating all of Lingraphica's web properties. This is an integral role on the Digital Marketing team, whose purpose is to build brand awareness, generate leads, and support the Marketing team and company.

The ideal candidate will be a self-motivated individual with an excellent eye for design and functionality catering to a broad audience of potential consumers and speech therapists. We are looking for someone who excels at building websites that are easy to understand, navigate, and use, as well as passionate about helping people.

Essential Duties & Responsibilities:

- Maintain and update websites (WordPress)
- Create new landing pages for campaigns
- Monitor traffic to the websites
- Create and maintain contact forms (GravityForms for WordPress and HubSpot)
- Maintain the flow of contact information from the website to HubSpot
- Conceptualizing creative ideas for website design and architecture
- Stay up-to-date on design standards and specifications
- Implementing and analyzing A/B and multivariate tests to drive iterative improvements
- Ensure accuracy of work before launching into production

Other Duties & Responsibilities:

- Assist in digital content creation (i.e., monthly newsletters and social posts)
- Assist video production specialist in digital asset creation

Skills & Competencies:

- WordPress and related plugins
- HTML & CSS
- Working knowledge of SEO
- Strong visual style and thorough understanding of how typography, layout, color, images and interactivity impact design
- Understanding of UX/UI design
- Experience with design software (e.g., Adobe Photoshop & Illustrator)
- Basic understanding of PHP & JavaScript (preferred)
- Proficiency with HubSpot, Amazon Web Services (preferred)
- Ability to work well individually and also as part of a team

Education & Certifications:

- High School diploma or G.E.D, required

Location:

- Open to local (Princeton, NJ) and remote applicants
- If remote, willingness to travel to home office 2-3 per year for company or team meetings is preferred (on hold due to ongoing global pandemic)