



Web Designer

Position Description

American Coatings Association (ACA) and its affiliate program PaintCare seek a qualified candidate to join their team as a Web Designer. The individual in this position will be responsible for maintaining multiple websites: www.paint.org, www.paintcare.org, and several affiliated websites. The Web Designer will work alongside the Web & Digital Administrator, and will be responsible for providing analytics and support for online advertising and marketing campaigns; tracking and providing detailed analysis of website traffic and usage; engaging in creative design, and supporting the continued development of the association's digital media strategies.

Primary Job Responsibilities

Website Content and Design

- Creation and design of new areas/pages of the websites
- Maintain, monitor and troubleshoot websites
- Provide technical support necessary for the creation and use of online audio, video, and photographic content
- Incorporate animations, video and images into websites
- Coordinate with Web & Digital Administrator on implementation of website content updates and changes.
- Regularly review, update, and copyedit website content, optimize for web reading and navigability
- Copyedit PaintCare website content, review site for content that is out-of-date on an ongoing basis

Website Analytics

- Work to ensure the site is optimized for SEO, is mobile-responsive, displays correctly on all common browsers, and integrated with social media
- Monitor websites, compiling monthly reports of website analytics and traffic, and preparing quarterly reports with analysis
- Utilize Google Analytics to generate and interpret reports to link web traffic to outreach efforts
- Utilize Google's DoubleClick for Publishers to assist with the placing and tracking of web ads, and providing analytics reports

- Provide analytics for email marketing campaigns

Other Projects

- Managing several affiliated websites
- Monitor links to the website from government agencies to ensure they are working
- Develop website-based forms and the generation/routing of auto-generated emails

Skills and Qualifications

- Bachelor's degree in Marketing, Business, Communications, Computer Science or a related field preferred, or equivalent experience
- At least three years of proven experience in new media and how digital works with other media
- Proficient with front end development, WordPress, SEO, Google Analytics, HTML, CSS, jQuery, and Adobe Creative Suite; working knowledge of JavaScript, PHP, and MySQL; knowledge of Adobe Digital Publishing Suite a plus.
- Experience working collaboratively and cross-functionally in a team-oriented environment
- Detail oriented, with strong communication skills, proven presentation experience and proficiency in communicating data visually
- Ability to understand stakeholder needs, and prioritize projects with quick-turnaround
- Enjoys self-directed technical problem solving and is committed to continuous learning of coding
- Interest in the issues and goals of ACA and PaintCare

How to Apply

To apply for this position, please send a cover letter and resume to jobs@paintcare.org. Please include in your cover letter how you heard about this position.

About American Coatings Association

ACA is a voluntary, nonprofit organization working to advance the needs of the paint and coatings industry and the professionals who work in it. Through advocacy of the industry and its positions on legislative, regulatory, and judicial issues at the federal, state and local levels, it acts as an effective ally ensuring that the industry is represented and fairly considered. The association focuses on advancements in science and technology through its technical conferences and journals, and offers essential business information to members through its publications, surveys, and business programs.

About PaintCare

PaintCare, a non-profit 501(c)(3) organization, was established by the American Coatings Association

(ACA) to implement state-mandated paint stewardship programs on behalf of paint manufacturers in each state that adopts a paint stewardship law. Funding for PaintCare is

provided through a fee on new paint sales. Funding is used to establish drop-off sites where the public can take leftover paint for recycling, pay for the recycling of this paint, and provide public education and program administration. Oregon passed the first industry-supported paint stewardship law in 2009. PaintCare states now include California, Colorado, Connecticut, Maine, Minnesota, Oregon, Rhode Island, and Vermont. Please visit www.paintcare.org for more information.

PaintCare's headquarters is located in Washington, DC. Corporate staff members are located at the DC office, while most program staff are located in the states with paint stewardship programs. This position is located at the Washington, DC office.