



## **Web Designer/Developer**

### **Position Description**

American Coatings Association (ACA) and its affiliate program PaintCare seek a qualified candidate to join their team as a Web Designer/Developer using WordPress as the CMS. The individual in this position will be responsible for maintaining multiple websites: [www.paint.org](http://www.paint.org), [www.paintcare.org](http://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 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**

#### *Website Content and Design*

- Creation and design of new areas/pages of the websites, following developed technical architecture
- Maintain, monitor and troubleshoot websites designed using WordPress
- 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.
- Work to ensure the sites are optimized for SEO, are mobile-responsive, displays correctly on all common browsers, and integrated with social media

#### *Website Management*

- Monitor websites, compiling monthly reports of website analytics and traffic, and preparing quarterly reports with analysis
- Manage WordPress core theme and plugin updates
- Stay update on recent trends in the WordPress Community
- Utilize Google Analytics to generate and interpret reports to link web traffic to outreach efforts
- Assist with the placing and tracking of web ads, providing analytics reports

## *Other Projects*

- Managing several affiliated websites
- Develop website-based forms and the generation/routing of auto-generated emails

## **Skills and Qualifications**

- Bachelor's degree in Computer Science, Marketing, Communications or a related field preferred, or equivalent experience
- At least three years of proven experience working in WordPress, designing and maintaining existing plugins and theme design.
- Proficient with front end development, WordPress, CSS, HTML, SEO, Google Analytics, and Adobe Creative Suite; working knowledge of JavaScript, PHP, jQuery, and MYSQL a plus.
- Experience working collaboratively and cross-functionally in a team-oriented environment
- Experience with web forms and databases
- 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, and WordPress plugin and theme design
- 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](mailto: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](http://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.