

Technical Lead/Web Developer

Job Description:

A Technical Lead/Web Developer is needed to help enhance and maintain Web site code, content, processes and infrastructure changes. This detail-oriented team player will be able to not only act as a technical lead for multiple web sites and integration projects involving external applications, but do hands-on coding and content updates using processes that fit our infrastructure as a whole. As the team grows, this technical lead will have the ability to define, implement, deploy and test web projects while managing the work of other web developers from project inception to full completion.

Responsibilities:

- Work with Project Management to gather requirements from business unit heads--provide technical analysis for scoping requested features and help manage implementation schedules using MS Project and OnTime
- Lead effort to migrate to an MVC paradigm for all existing Ektron CMS custom code
- Enhance css and code architecture to support mobile browsers with content in multiple languages using responsive css technology that integrates with Ektron methodology
- Lead the effort to determine Social Media content distribution and effectiveness monitoring tools that meet Marketing needs while enforcing compliance rules and limitation
- Develop/deploy templates/pages to support product launches along with any new features/data points that adhere to established Design Guides
- Maintain day to day operations of websites www.vaneck.com, www.markevestorsetns.com, www.marketvectors-australia.com, corporate intranet, as well as additional custom applications such as developed for Sales and Marketing support
- Work with external vendors in developing and maintaining internationalization of the site, including Template, management, XLIFF file management, etc.
- Develop/Maintain Development/Staging/Production workflow for code, data and content
- New feature development (end user tools, expand data points, charting, etc.) as determined by Marketing on IIS 7, ASP.NET 4 and C#
- Configure website analytics reporting using Google Analytics, SEOmoz, GOMEZ , Marekto and other tools to measure KPIs and eMarketing's activities effectiveness
- Integrate Web content and reporting with CRM platform using Ektron, Salesforce and Marketo
- Integration with in-house systems for User Registration info, Financial/Pricing data, etc. (Third Party external applications and SQL Server SSIS automation)
- Work with Systems to maintain and document hardware architecture (including Disaster Recovery, Failovers, etc.) using Visio
- Work with DBA in the configuration/consumption of Web Services. (SYBASE legacy integration and SQL Server SSIS automation)

This position entails:

- 50% new coding/template development/database integration/systems integration projects
- 30% requirements gathering, technical design/architecture, documentation and project implementation schedules and managing other web developers
- 20% code and content maintenance