

Job title: **WordPress Specialist**

Why work for Avalanche:

Avalanche Creative is a small but growing SEO agency that is committed to getting great results for our clients. We take a different approach to SEO that ensures that our customers feel educated and cared for and that they get the results they are looking for. This position will play an essential role in driving SEO strategies for our clients and managing the quality of the work we put out. It will provide the opportunity to make a meaningful contribution to the growth and longevity of a team-oriented company. We work hard and care deeply about our customers, but we also prioritize a healthy work/life balance and a fun environment. At Avalanche, you will get the benefits of a small team as well as the opportunities of a growing company.

Annual compensation package: \$46,000 - \$52,000, depending on experience level (includes base salary and estimated quarterly profit-sharing bonuses)

Benefits:

- Start at 20 days of PTO
- Paid holidays (including your birthday!)
- Paid parental leave
- Paid volunteer time off
- Flextime and remote-friendly work environment
- Home office stipend
- Health, dental, and vision insurance
- Short- and long-term disability insurance
- Retirement match
- Quarterly profit-sharing bonuses
- Annual raise

About you...

- You have experience with one or more of the following WordPress builders: BeaverBuilder, Elementor, Divi, WPBakery, BreakDance
- You have experience working with HTML and CSS
- You possess a solid understanding of and experience with publishing to WordPress sites using Advanced Custom Fields, Custom Post Types and Conditional Logic
- You possess an understanding of WordPress website tools and plugins and are able to troubleshoot client website issues as necessary

- You have great verbal and written communication skills and will be expected to have discovery and touchpoint meetings with our internal team and clients
- You have the ability to create page mockups through a design lens and the use of web best practices
- You can manage and add pages to responsive sites that are optimized (with SEO in mind)
- You have experience with project management software (ex: Asana, ClickUp, Monday)
- A can-do attitude and willingness to take ownership of tasks related to the Web Department and “figure it out”
- Strong time management skills are seamlessly integrated into your workflow
- You have experience using Google Suite products or the equivalent in your workflow

As WordPress Specialist, you will...

- Manage and be actively involved in multiple websites and website projects
- Take ownership of and oversee all publishing of content to monthly client websites using SEO best practices
- Delegate publishing tasks or website support tasks to web contractors as necessary
- Source, select, and optimize images for best web performance and user experience
- Field and troubleshoot client website issues
- Participate in retrospectives and document lessons learned at the conclusion of website projects
- Develop custom pages from Figma designs using Beaver Builder or other WordPress builder(s)
- Use our project management software, ClickUp, to manage projects and monthly tasks
- Attend client meetings for project discovery and to review websites
- Have an interest in growing in the role and potentially designing a custom theme based on client website discovery notes and benchmark sites in the future
- Work on other duties, as assigned

Hours and schedule:

- Approximately 40 hours per week
- Exempt position which may require occasional additional hours worked beyond 40 hours per week based on workload and projects
- Expected to be available and working from 10:00 am - 4:00 pm Monday - Friday ET
- Remaining hours may be completed at any time throughout the week, but a consistent schedule is expected

- Full or partially remote optional
- If not located in the Grand Rapids, MI area, some travel may be required for possible on-site client meetings and company events
- Authorization to work in the U.S. is required
- Must reside in the United States, residents of Michigan, Wisconsin, and Florida strongly preferred

How to apply: Applicants must complete the application linked below in order to be considered

Application: <https://forms.gle/v1S79EnciXU6ZgZ86>