AVALANCHE CREATIVE

Job title: **Web Strategy Manager** (aka our next web whisperer and solutions architect!)

How to Apply: **Applicants must apply via the link provided in order to be considered**
https://forms.gle/WK3dagyMF9Jj65246

Why work for us: At Avalanche Creative, we're redefining the SEO game with a personal touch — where every client feels like part of the crew and every strategy is a chance to break new ground. In this role, you'll be the creative catalyst behind top-notch website and SEO strategies, ensuring our work consistently wows our clients. You'll have the freedom to innovate, influence our culture, and make a real impact on our company's growth. Driven by our core values and a desire to be the best at what we do, we're a small, close-knit team that's serious about delivering results.

At Avalanche, we don't focus on rigid job titles. Instead, we lean into each person's strengths, allowing everyone to contribute in the most impactful ways. We're agile and constantly evolving, always optimizing how we work and the results we deliver. This means that roles can be fluid, and change is constant! If you're not comfortable with that, this might not be the right fit for you. We blend productivity and fun, creating a unique environment where meaningful work, real connection, and plenty of laughs go hand-in-hand. Please be sure to spend some time getting to know us before applying!

Compensation: $65,000 - $75,000 base salary plus quarterly bonuses (estimated total annual compensation package of $68,000 - $80,000)

Position summary: Are you equal parts strategist, builder, and problem-solver? We're looking for a Web Strategy Manager to take ownership of our website projects from concept to completion — with a focus on user experience, SEO, and smart systems that scale. You won't be managing people (yet!), but you will lead projects, shape strategy, and work closely with the team to bring powerful websites to life. If spotting off-center pixels or mismatched fonts keeps you up at night — you're our kind of person. This role is all about sweating the small stuff (because it matters!). Your leadership will drive a department that embraces challenges, builds trust with clients, and integrates cutting-edge tools like AI to stay ahead of the curve. If you thrive in a fast-paced, highly collaborative, creative environment, we can't wait to see what you'll bring to the team!

About you...
- You have a proven track record as a full-time developer with agency experience and can effectively and efficiently carry web projects from start to finish
- You're confident chatting with clients at every stage, and you know how to turn tricky questions into trust-building moments

- You either bring leadership chops or you're ready to step up and grow into that kind of role (we love both)
- You've got a sharp eye for detail and design and catch the little things others miss, and you know they're what take a site from fine to fantastic
- You're skilled at scoping — whether it's a full-scale website build or a one-off client request, you can break it down, estimate it accurately, and keep expectations realistic
- You're great at reading the room, cutting through chaos, and getting people aligned and excited about the vision (Working Genius folks: this is your time to shine)
- You're not side-eyeing AI — you're curious, open-minded, and ready to use it as a tool for leveling up your work
- You know your way around WordPress like it's home, especially when it comes to Advanced Custom Fields and Beaver Builder
- You've got solid skills in HTML and CSS
- You're familiar with the Beaver Builder Stack — Beaver Themer, Ultimate Add-ons, Powerpack — and maybe you've even got a favorite
- You know your way around form builders (like Formidable Forms) and aren't afraid to get a little nerdy with them
- You can hold your own in discovery calls and team huddles — your written and verbal communication game is strong
- You build responsive, speedy, SEO-smart sites that look good and perform even better
- You've used tools like ClickUp, Asana, or Monday to keep projects humming along without chaos
- You've got a can-do attitude, love figuring things out, and aren't afraid to roll up your sleeves when the unexpected hits

As **Web Strategy Manager**, you will…
- Lead, manage, train, and hold the web department accountable to ensure efficiency and quality across all projects
- Collaborate closely with the Project Manager to create, implement, manage, and oversee all website projects from inception to completion
- Develop and document processes for publishing content to client websites using SEO best practices
- Work hand-in-hand with the Directors to ensure your department has the resources and support needed for success

- Field and troubleshoot client website issues, ensuring prompt resolutions
- Create and enforce quality assurance processes to maintain high standards in all web projects
- Conduct retrospectives and document lessons learned at the conclusion of website projects for continuous improvement
- Take ownership of standard website project timelines and communicate progress to the Project Director, ensuring projects stay on track
- Work with the Strategy Director to develop strategies, set timelines, and execute large/custom projects with a focus on client satisfaction
- Delegate website tasks to both in-house team members and contractors, ensuring seamless execution
- Create custom post types in WordPress and ensure they align with content team's requirements
- Design and implement ACF (Advanced Custom Fields) field groups for custom post types based on Google docs provided by the content team
- Develop Beaver Themer layouts and connect ACF fields to custom post types
- Design custom WordPress themes that align with client brand guides and benchmarks
- Use ClickUp project management software to organize, track, and manage projects efficiently
- Address website feedback and resolve issues quickly, ensuring client satisfaction
- Attend client meetings for project discovery and website reviews, maintaining strong relationships throughout the process
- Take on other duties as assigned with a proactive, collaborative and problem-solving mindset

Additional details:

- 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 throughout the week, but a consistent schedule is expected
- This position is fully remote, with an option to work in-person if located in the Grand Rapids, MI area

- If the hired candidate is located in/around the West Michigan area, there will be some periodic in-person work required at the Grand Rapids Area Chamber of Commerce in downtown Grand Rapids with the option to utilize the space anytime
- If not located in the Grand Rapids, MI area, some travel may be required for possible on-site client meetings and company events, including our annual team retreat that happens in the Spring
- Authorization to work in the U.S. is required