

Web Developer + Graphic Designer + Social Media Coordinator

Job Description

As the Web Developer, Graphic Designer and Social Media Coordinator at Woodcock Cycle you would be responsible for the design, layout and coding of our website. You would be involved with the technical and graphical aspects of our website - how the site works and how it looks. You would also be involved with the maintenance and updating of our site, including uploading catalogs and ensuring website product accuracy. You would work closely with our partners at SmartEtailng to ensure our website is up to date with industry best practices.

In addition to this role we are looking for an experienced and creative Social Media Coordinator. In this role, you will be responsible for developing and implementing our Social Media strategy in order to increase our online presence and improve our marketing and sales efforts. You will be working closely with the Marketing and Sales departments.

The role of Web Developer, Graphic Designer and Social Media Coordinator at Woodcock Cycle Works is an exciting, varied and challenging position that will reward creativity, quick thinking and flexibility; and allow a motivated individual to excel and flourish within our company.

Preferred Skills + Attributes

- Proficient in Adobe Illustrator, Photoshop, MS Office applications in a PC environment
- Excellent knowledge of Facebook, Twitter, Pinterest, Instagram, Google+ and other social media best practices
- BA in Marketing, Graphic Design Diploma or equivalents
- 1+ years of experience as a Social Media Coordinator or similar role
- Ability to take projects from start to finish
- Understanding of SEO and web traffic metrics
- Ability to multitask, handle multiple projects
- Highly detail oriented
- Ability to work independently and in a team environment
- Fast learner, efficient and deadline oriented
- Good understanding of social media KPIs
- Familiarity with web design and publishing
- Excellent multitasking skills
- Good time-management skills
- Great interpersonal and communication skills
- Experience with cycling and cycling culture an asset but not a requirement