

Webmaster - Web Designer

(INTERNATIONAL LOGISTICS – GLOBAL SUPPLY CHAIN)

Baltimore, MD 21230 (Locust Point, McHenry Row)

O Web Designer, Webmaster, wherefore art thou creative website guru?

In a world facing new challenges, a nimble but steady ship is more important than ever. Is there a seat on our boat for you? Want a career, not a job? Find out. In a modern era where expertise is often devalued, Shapiro stands strong at 105-years old. We're so compliant that US Customs learns from us!

Our headquarters was named as a "Best Place to Work." Shapiro is not your grandpa's shipping company. We have a track record of transparency, developing employees, and investing in our environment like office space and now...work-from-home technology.

At Shapiro, our Web Designer/Webmaster is an integral member of Shapiro's marketing team. Responsibilities include bringing Shapiro's digital website strategy to life across all digital touchpoints. You will also own the shapiro.com web platform to expand our brand presence, maintain our website content, and ensure security.

JOB DESCRIPTION

Responsibilities include:

- Design website pages that are user-friendly, attractive, and engaging while remaining loyal to the company brand and promoting the company image and values. Excellent internal customer service in an engaging environment.
- Add new site elements and update content on existing pages to keep the website fresh and exciting.
- Ensure all content is optimized for search engines (SEO) to drive traffic to pages.
- Track and analyze all website visitors and create regular analytics reports to show increases and decreases in traffic/conversions.
- Ability to troubleshoot website issues. Test websites across browsers, operating systems, and devices.
- Work with the marketing team to develop short and long-term promotions online.
- Work with IT to ensure site security by setting up firewalls and login pages. Work with IT to optimize loading speeds and capacity
- Debug pages and fix broken links or images. Address user complaints
- Excellent internal customer service in an engaging environment.

SKILLS

- 1+ year of experience in front-end web development with strong hand-coding expertise in HTML, CSS, JavaScript (jQuery), PHP, and responsive design frameworks (Bootstrap).
- Experience managing and updating a portfolio of websites with frequent updates.

- A strong eye for design and layout and web/mobile UI/UX.
- Proficient in using Adobe Creative Cloud.
- Ability to prioritize and manage various projects based on changing business requirements. Ability to thrive in a fast-paced, high-growth environment with changing priorities.
- Strong written and verbal communication skills.
- Resourceful, self-starter with a team player mindset.
- Fluent with WordPress and frontend coding HTML/CSS skills,
- Strong troubleshooting and analytical abilities.
- Prior experience as a WordPress Admin required.
- Prior experience with maintaining and optimizing digital properties for SEO.
- Experience with website analytic tools (Google Analytics/Google Tag Manager).
- Prior experience with instrumenting A/B tests and content targeting/personalization.
- Prior experience with coding email templates. Working knowledge of website management tools.
- The ability to write creatively and effectively. Ability to generate creative ideas.
- Professional behavior: Represents the company in a reputable, ethical, businesslike manner, and complies with company operating procedures and requirements.

EDUCATION AND EXPERIENCE

- BS/BA in Computer Science, Design or a related field is preferred.
- The ability to balancing a creative eye with an analytical mind.
- Experience with video production is a plus.
- Minimum of one (1) year of recent experience in marketing.
- Proven writing skills.
- Ability to handle various tasks simultaneously under high pressure and within demanding time constraints.
- 1+ years' experience with PC, including Microsoft Office, databases, software, web-based applications, and vendor's systems.

ABOUT SHAPIRO

Shapiro is a third-generation family-owned international shipping and logistics business, founded in 1915. For over a century, Samuel Shapiro & Company, Inc. has provided full door-to-door capabilities and proudly serves as a one-stop-shop for Customs brokerage and international freight forwarding services. It's simple – We Deliver. Problem Solved.

CONTACT US!

Please send all resumes via email to:

Rich Lucas, Corporate Recruiter / Talent Acquisition
rich@shapiro.com