

Junior Webmaster

Type Permanent

Location Bucharest

Date October 2011

Position Junior Webmaster who implements web pages, maintains content and oversees day-to-day management of the company websites and assures quality and filing integrity of web pages.

Job responsibilities:

- Maintenance of websites
- Website and newsletter content publication
- Construction of newsletters
- Website bug-testing, review and reporting
- Internal hardware and technical support
- Implementing search engine optimisation strategies.
- Monitor site technical performance (Google analytics, Google webmaster tools)
- Management of Pay Per Click (PPC) campaigns to achieve optimum ROI (Return On Investment) for individual active search terms for each of the major search engines

Experience in/knowledge of:

- Proven Website Management experience / Content management systems
- HTML & JavaScript (basic)
- Adobe Photoshop
- A thorough knowledge of Search Engine Optimisation (SEO) techniques.
- Experience of running and evaluating online marketing campaigns, which will include the management of Pay Per Click (PPC) campaigns.
- Experience with testing through different internet browsers; Users simulations; Stress Testing, Web integration of audio-visual material (i.e. Youtube); and understanding of social media and its use/application (i.e. Facebook, Twitter, Linked-in etc.)

Job requirements:

Logic
Excellent communication skills
Excellent English — both written and verbal
Understanding of website architecture and content placement
Extremely keen eye for detail and aesthetics, down to the last pixel