



**POSITION DESCRIPTION**  
**General Information**

<b>Position Title:</b> Developer and Data Analyst  <b>Office:</b> Information Technology Services  <b>Classification:</b> Exempt	<b>Date Created/Revised:</b>  June 3, 2019
<b>Work Location:</b>  Remote	<b>Title of Supervisor/s:</b>  Vice President of Operations

**Position Outcome**

<p><b>Most Important Service or Result Expected from this Position:</b></p> <ul style="list-style-type: none"> <li>• Build and maintain microsites in MindFire Studio and SharpSpring</li> <li>• Build and send emails in Slate</li> <li>• Process and maintain campaign databases/contact lists</li> <li>• Manage and maintain data integrity throughout the microsite</li> <li>• Analyze/debug problems with microsite configuration/structure</li> <li>• Create web-friendly web pages and emails from static Adobe Illustrator designs.</li> <li>• Analyze and clarify prospect activity and performance reports</li> <li>• Communicate with both technical and non-technical personnel</li> <li>• Ensure integrity of enrollmentFUEL services throughout the cycle of microsite activity</li> <li>• Suggest/recommend added features and better methods</li> <li>• Process and prepare name lists for printers including National Change of Address (NCOA)</li> <li>• Create data visualization and reporting for clients</li> <li>• Run matchBACK™ reports for clients</li> </ul>
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<p><b>Position Summary:</b></p> <p>The developer is responsible for all programming aspects of the services enrollmentFUEL provides clients. Whenever possible, all aspects will be contained within MindFire Studio, SharpSpring, or Slate. Whenever necessary, developer must create back-end PHP programs to enhance the MindFire Studio/SharpSpring microsite. The developer must work closely with project managers to ensure timely deliverability of the electronic product. Communication with client's IT department and web services is required. Developer must ensure that all components of microsite work together and deliver marketing information and elements promptly.</p>
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## Required Skills, Traits and Abilities

### Minimum Entry Requirements:

The candidate for this position should have a minimum of five to seven years' experience in web programming and technologies, preferably in a higher education or marketing environment. Strong oral, **listening** and written communication skills, the ability to engage with both technical and non-technical personnel experience, mandatory. Advanced knowledge of computer programs and software a must. Must be self-sufficient in decision-making skills. Ability to work under pressure and handle many tasks at once essential. Must be outgoing, have good critical thinking and problem-solving skills. Bachelor's degree required, Master's degree preferred. Proficiency with Microsoft Excel, HTML/CSS/Javascript programming, Database management/administration, PHP, Adobe Illustrator and similar tools required. Advanced knowledge of web browser, email clients, and web technologies required. Familiarity with USPS presorting and mailing regulations recommended. Familiarity with printing terms and equipment preferred.

## Essential Functions

### Position Summary:

1. Standardize/dedupe incoming prospect lists
2. USPS address hygiene
3. Upload contact list(s) to microsite
4. Convert static Adobe Illustrator designs to HTML
5. Add dynamic elements to static design where necessary
6. Ensure web pages and emails are user friendly for target audience age group
7. Ensure web pages and emails are device friendly for both mobile and desktop experiences
8. Configure/construct microsite structure in MindFire Studio and SharpSpring
9. Develop and send Slate emails.
10. Collaborate with client IT and web services departments to configure elements for clickCAPTURE feature and email campaign facilitation
11. Monitor active microsities and ensure user experience is conducive to recruiting atmosphere
12. Generate/manage recurring activity reports for active microsities
13. Provide microsite activity analysis and compile end-of-campaign statistics
14. Recognize potential weaknesses in campaign structure and content and suggest improvements
15. Develop back-end programs to support/facilitate enhanced user experience
16. Run matchBACK reports
17. Create data visualization and reports for clients
18. Hang tassels

## Work Distribution

% of Total Working Time	Work Tasks and Responsibilities
20%	Microsite development
30%	Contact list maintenance/management
20%	Microsite management
20%	Prepare performance reports and data analysis
5%	Attend meetings and conferences
5%	Administrative tasks—email, non-microsite related programming
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100%	

### **Physical Requirements:**

Individual must be able to stand or sit, in alternating fashion, for extended periods of time. Must be able to lift up to 30 pounds. Must be able to wear a headset for phone work.

The statements made here are not an exhaustive list of duties, responsibilities and skills required for this position. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of FUEL.