

**Website Manager**

The mission at Scale Computing has always been to change traditional thinking about IT infrastructure and provide an alternative to complex and costly solutions. Scale Computing has provided innovation in storage architecture, hyperconverged infrastructure, edge computing, ease of use, and cloud-based disaster recovery. We are a high-growth technology company that helped create the industry space known as hyperconverged infrastructure. Our vision is to be THE infrastructure for MSPs, small-to-medium IT shops and distributed enterprises.

Scale Computing is the right fit for you if you are passionate about technology and embrace the opportunity to be part of a new and exciting shift in the industry. We pride ourselves in our company culture, developed around our core values of **Integrity, Innovation, Collaboration, and Fun!** We only hire the best people for the right jobs. We are an “all-in” organization and believe everyone has an important role. We look for highly-motivated, smart and fun people to fill those roles. That is how we are able to deliver the best technology to our Customers every day of every week, and every quarter of every year.

As the Website Manager you will set the roadmap for our overall website strategy aligning content, creative, and campaign message execution on the website. The Website Manager will partner with a team of talented marketers who are passionate about delivering an outstanding digital experience for existing and future customers and driving revenue for Scale Computing.

Responsibilities listed below can change at any time and other projects may be assigned as time and ability warrant. Responsibilities will be assigned on a gradual basis. This position reports to the Senior Director of Marketing.

**Position Responsibilities**

* Drive strategy and priorities for site improvements including defining technical requirements, SEO plan, and roadmap
* Conduct SEO and traffic data analysis, including keyword and competitive research. Use findings to partner with content team on strategies to maximize SERP coverage and deliver on traffic goals
* Manage layout and wireframing of new and existing pages to deliver enhanced user experiences
* Publish, update, and ideate content on website properties
* Report out on site metrics and key performance indicators to evaluate the effect scalecomputing.com is having on the outcomes of the business and identify opportunities for improvement
* Partner with multiple teams across Marketing, Operations, Product Development, and others to collaborate effectively in order to optimize visitor engagement, improve conversion rates, and produce personalized intent-based website experiences consistent with UX and SEO best practices and style guidelines
* Build, maintain, and execute a global website roadmap of projects, deliverables, and initiatives, ensuring projects are prioritized in a way that achieves goals. This includes aligning key stakeholders and contributors
* Establish KPIs and develop reporting & dashboards using analytics platforms (such as Google Analytics, etc.)
* Create detailed project plans outlining requirements, task owners, milestones, dependencies & key risks and deliver project plans against tight deadlines
* Ensure adherence to web, compliance and graphic standards

**Education & Experience**

* A digital marketing professional with 6+ years of direct website management
* You have a proven track record to lead website engagement and conversion strategies as well as implement tactical requirements, with proven KPI improvement
* Working knowledge of website standards and best practices, including but not limited to SEO practices, global compliance standards, CMS, analytics and features and functionality
* Strong analytical and reporting skills, with mastery of Google Analytics.
* HTML, CSS and Javascript experience (enough to be dangerous and can credibly communicate technical specs for development teams). Experience with VueJS, NPM, Tailwind, Git, and others is desired, but not required.
* Hands-on knowledge of website content management systems, Craft CMS preferred.
* Natural problem solver with a strong understanding of how to drive consumer behavior. You can quickly assess and identify areas of opportunity, and provide multiple solutions to a challenge
* A team player who is comfortable working across large, global cross-functional teams to solve complex problems
* Bachelor’s degree in marketing or communications is preferred or commensurate experience
* Familiar with a variety of Marketing concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. A wide degree of creativity and latitude is required.

Work Environment

● Some early, late, or weekend hours may be required

* This position is not required to report to an office and can be fully remote.