Job Advertisement for a Small Company

We are a company located in Toronto, targeting to disrupt business payment industry in the next five to ten years. We have helped millions of clients all over the world to save time and money during payment processes, and we are one of the qualified partners of Facebook Libra Crypto Coins project. Our payment currency covers all of the 180 currencies used in 195 countries and top 50 crypto currencies. Joining our company is joining an industry with rapidly growing potential and our package includes both salary and stock options ("Front End Webmaster").

We are looking for a passionate Webmaster who will develop and manage the company website with dedicated work in monitoring, analyzing and coding. The Webmaster would work in the Marketing team, make recommendations about website design, website upgrade and website security, and optimize the sign-up, registration as well as custom tools for customer acquisition. The successful candidate will be a detail-oriented worker who can collaborate and work well with others.

Position overview:

- Maintain and improve contents on our existing web site built with WordPress.
- Regulate and manage access rights of different users on websites.
- Design and develop custom functions as needed.
- Ensure web servers and applications are operating accurately.
- Work with third parties to optimize SEO Rankings, database, and website add-ons.
- Monitor web traffic, performance and capacity to identify, prevent and resolve issues
- Implement and track A/B testing
- Provide report based on website traffic to show the return on investment indicator for customer acquisition and retention
- Optimize graphics and coordinate with design team to keep web images and designs up to date
- Assemble content and images for monthly e-zine, send to all email addresses on record, update email contact database.
- Use software tool to broadcast promotions and to create response summary
- Test different browsers and ensure people with different computers can access a website.

Education:

- College/university degree in related field preferred.

Work experience:

- 3+ years of recent experience as a Webmaster or equivalent.
- Working with the GIT version control system.
- Applying CSS to style a website according to provided mock-ups.
- Experience working with WordPress and custom templates.
- Startup experience preferred.
- Google webmaster tools and google analytics experience preferred.

Knowledge:

- Expert in PHP, JavaScript/jQuery, and widget building and maintenance.
- Expert at coding clean, accessible HTML and CSS3 sites according to web standards, and Front-end code optimization for better performance.
- Strong project management and organizational skills.
- High standards regarding quality of code and quality of user experience.
- Excellent verbal and written communication skills.

Personal Suitability:

- Entrepreneurial, creative, enthusiastic, flexible and collaborative person with attention to detail and deep empathy with design, performance and accessibility.

Technical skills:

- Applications: Adobe Illustrator, Adobe Photoshop.
- Computer and Technology Knowledge: MAC, Linux, Unix, Internet, Servers, Desktop applications, File management software, Security software, Word processing software, Mail server software, Image editing software, Programming software, HTML editing software, Website creation and management software, Database software, Programming languages, Software development, Spreadsheet, MS Windows, API.
- Content management systems: WordPress and one of the systems in Drupal, Shopify, SquareSpace, Weebly, and WIX.
- Scripting languages: CSS, HTML, DHTML, XML, JavaScript, jQuery, SQL, Bash shell scripting.
- Programing languages: PHP, Liquid.
- Version control: GIT.

Benefits:

- Competitive Salary.
- Comprehensive Benefits Package (Health, Dental, Medical, Vision).
- Group RRSP Plan (after 3 months).
- 3 weeks vacation.
- Weekly lunch, cereal bar, Monday bagel breakfasts, fruits/snacks.
- Monthly Team Outings and Office wide quarterly events.
- Friday afternoon unwind.

("SEO/Webmaster")

Job Advertisement for a Large Company

Amazon.com, Inc., incorporated on May 28, 1996, offers a range of products and services through its Websites, and operates through three segments: North America, International and Amazon Web Services (AWS). Our products include merchandise and content that is purchased for resale from vendors and those offered by third-party sellers. We also manufacture and sell electronic devices. Through our subsidiary, Whole Foods Market, Inc., we offer healthy and organic food and staples ("Amazon.com Inc").

Amazon's AWS segment consists of sales of compute, storage, database, and other service offerings for start-ups, enterprises, government agencies and academic institutions. The AWS

directed Work systems are at heart of ensuring that we can provide our customers with the right computing services, in the right region, at the right time. The AWS Directed Work team is responsible for building the systems that automate and orchestrate the physical work processes that occur inside all of AWS' global datacenters. Our talented team of datacenter engineers depend on our systems to perform their work safely, securely, efficiently, and free of defects, resultant in finished products being ready for AWS customer-facing utilization. Our team is responsible for billions of dollars in capital and the ultimate success of our core cloud infrastructure business.

As AWS launches new offerings to our datacenters, the AWS Directed Work team is looking for an experienced Webmaster who is excited about building industry leading, next generation SCM and Workforce Management systems for the AWS cloud on the AWS cloud. You will be part of the team that architects, designs, and implements highly scalable distributed systems that provide availability, scalability and latency guarantees. This is a unique and rare opportunity to get in on the ground floor and help shape our ERP and SCM technologies, products and business.

Position overview:

- Determining client website needs and requirements.
- Building and testing aesthetic, functional and user-friendly websites.
- Coordinating with designers, content providers, and management or business owners.
- Implementing and ensuring website security and data protection.
- Maintaining, updating, and optimizing servers.
- Monitoring and analyzing site performance.
- Updating website content and reviewing SEO.
- Addressing and responding to user comments and complaints.
  ("Webmaster Job Description")

Education:

- Bachelor's degree in Computer Science, Engineering, Mathematics, or a related field, or alternatively 5+ years relevant industry experience.

Work experience:

- 2+ years of experience in web design, development, maintenance and administration.
- Industry experience building highly available, distributed services.
- Experience with front-end web development technologies, including JavaScript, CSS, HTML.
- Some experience with PHP/Ruby/Python is nice to have.

Knowledge:

- Working Knowledge of web management tools.
- Comprehensive knowledge of web-marketing principles and best practices.
- Knowledge of IT security.
- Demonstrated expertise in Content Management Systems, SharePoint, Twitter Bootstrap and WCAG 2.0 Accessibility standards (level A /AA).
- knowledge of programming languages and operating systems.

Personal Suitability:

- Excellent oral and written communication skills.
- Adaptable team player with strong organisational skills.
- Good collaboration skills.
- Reliable and detail oriented.
- Solid problem-solving skills.

("Webmaster")

(Flavin, 2018)

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