HERE'S WHAT WE'RE LOOKING FOR

Nazdar is hiring a **Web Applications Specialist** to join the team at our corporate office in Shawnee, KS. We are seeking a deadline-driven individual with a strong understanding of front-end technologies to join our marketing team. The **Web Applications Specialist** is responsible for implementing digital marketing strategies and programs that aim to drive leads, build customer engagement, increase brand awareness, and achieve organizational goals.

ABOUT THE COMPANY

Nazdar has been in business for over 100 years and is a leading global manufacturer of wide format digital, screen printing and flexographic inks and a distributor of printing supplies and equipment. Nazdar is both a manufacturer and distributor and brands these activities separately to the market.

Nazdar distributes our manufactured products along with equipment, ink and supplies from other top brands in the digital and screen-printing industries, through distribution facilities located across the United States, Mexico, and Central America.

We believe that people will always be the heart of our success. That is why we truly value our employees and work to inspire them. When these two powerful elements intersect at a workplace - ordinary people do extraordinary things.

We are committed to delivering work experience that is rewarding and fun and are proud to have one of the longest-tenured staff in the industry.   We invite you to bring your proven skills, energy, and expertise to our team.

RESPONSIBILITIES

- Accountable for managing and maintaining multiple web properties with input from the marketing team and other internal stakeholders.
- Creates and maintains web pages; organizes and publishes content and assets in Adobe Commerce.
- Responsible for the implementation and execution of digital marketing strategies.
- Must have a strong understanding of front-end technologies (HTML/CSS/JS).
- Work with Photoshop design files prepared by the design team and create email blasts, promotional pages, product pages, and site destinations.
- Upload email campaigns and delivery lists to the email service provider, test, and schedule delivery.
- Create input forms for the capture of lead/prospect information.
- Prepare data retrieval methods of lead/prospect information for use by other departments.
- Collaborates with marketing communications and product management teams to develop web-based creative assets that align with strategic goals and ensure all content and product pages are up-to-date.
- Implements search-optimized content that is relevant to and resonates with target audiences.
- Optimize email blasts and web pages to ensure performance to established guidelines, taking action when improvements are required.
- Coordinates with the back-end dev team on maintenance and testing of new releases and ensures sites are bug-free.
- Monitor and report on competitive websites to ensure we stay ahead of market trends.
- Upload videos and files to company websites and other appropriate online marketing channels.
- Perform job according to pre-established safety, quality, and efficiency standard operating procedures.
    - Assist with other duties as directed by the supervisor.

QUALIFICATIONS

(*Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions)

What we are looking for:

- Superior collaboration skills and a desire to work on a cross-functional, agile team
- Proven attention to detail and strong organizational skills
- Ability to work in a fast-paced environment and manage multiple projects at once
- Takes ownership, meets deadlines, and shows a willingness and aptitude to learn new skills
- Self-starter with a "can do" attitude who is also a team player
- Excellent verbal and written communication skills
- Strong writing, editing, and proofreading skills
- Fluency in keyword research and SEO best practices is a plus

Education and/or experience:

- BA/BS in marketing, communications, or IT / web-related field
- 1-2 years of work experience in digital content creation or web design
- Working knowledge of HTML, CSS, and JavaScript development
- Proficiency in Adobe Commerce/Magento front end is preferred
- Proficient in Adobe Create Cloud (Photoshop and Dreamweaver)

HERE'S WHAT'S IN IT FOR YOU

We are an Equal Opportunity Employer that values our employees and offers a competitive pay and benefits package, an encouraging, supportive environment with training, professional development, recognition programs and career growth opportunities. Our benefits include medical, dental, vision, 401(k), life insurance, education assistance, flexible spending account options, paid short-term and long-term disability, paid time off, paid volunteer time off, and paid company holidays.