

## **ECommerce & Web Development Manager (Full Time)**

RfWeL - RF WIRELESS ELECTRONICS

1652 N. Higley Road, Ste 105

Gilbert, Arizona 85234

How to apply:

- i) Send resume to [jobs@rfwel.com](mailto:jobs@rfwel.com)
- ii) Indicate Job title in the subject field
- iii) Provide any additional collateral that demonstrates web development mastery such as web links of recent projects (please clearly indicate what part of the project you were involved in and when)

### **DESCRIPTION**

RfWeL - Rf Wireless Electronics' E-Commerce & Web Development manager assumes direct responsibility for all day-to-day E-Commerce & Web development activities and the attainment of all net sales/revenue & online statistics goals. A highly skilled and highly motivated individual is sought to partner with RfWeL in applying our corporate vision and roadmap to our online presence both for E-commerce sales and online lead generation systems as well as for online CRM systems. Successful applicant will be rewarded with a highly competitive compensation package, a self-directed advancement opportunity and the pride to be a key and valuable corporate asset. This position blends both technical web development skills and essential business management skills making it as challenging as it is rewarding. It encompasses, but is not restricted to, the following areas of responsibility:

- o Develop/ maintain corporate website and API interfaces to backend CRM tools. Currently LAMP based (Linux, Apache, MySQL, PHP).
- o Manage the E-commerce store including developing/maintaining product descriptions, uploading of product price/availability/promotions, managing Live chat support systems including local & remote data centers (MySQL based databases), managing e-commerce support personnel (order fulfillment staff & online tech support), managing cross-selling links, up-selling links and affiliate programs, search engine optimization etc
- o Managing online marketing campaigns including PPC & CPM based ads. Analyzing, optimizing and reporting on different ROI statistical data including conversion rates, cost-per conversion & click-through rates. Careful design and bidding on text/image/video ads and keywords and creation of landing pages that maximize marketing budget ROI.
- o Develop/ maintain a positive online presence and brand awareness by participating in forums, managing affiliate programs, web listings services etc
- o Manage RfWeL's Wireless forums by moderating threads, managing users & feeds etc
- o Manage RfWeL's WiFi hotspot web portals, venue/location based ads and IP based service delivery over WiFi.
- o Participate in community organizations and activities to enhance RfWeL's image and promote and develop additional referral sources and business,
- o Employ good and independent judgment in day-to-day decisions and make calculated risks geared at maximizing online sales revenue, market segment share and search engine ratings

### **REQUIREMENTS**

- o Associates degree or 2+ year college experience (Bachelors degree preferred) in relevant technical area including Multimedia & Web design, Web Development, CSE, etc.
- o Demonstrated use of advanced web development tools & skills in recent projects.
- o Excellent interpersonal, verbal and written communication skills.
- o Honest and reliable with high personal integrity and work ethics. Ability to work independently and manage complex projects with critical deadlines and very little to no supervision.
- o Must have demonstrable leadership characteristics including aptitude to lead contractors and temp workers, multi-task, delegate online sales/support issues to offline sales team, engage and be a liaison with external coders, affiliates, vendors & consultants.
- o Must be familiar with Linux operating system and have a thorough understanding of server side scripting languages particularly PHP. Familiarity with Apache web server administration is a huge plus.

- Familiarity with basic database access/manipulation methods particularly MySQL.
- Excellent grasp of web design, HTML, XHTML and CSS. Familiarity with browser scripting languages including Java, DHTML, VBScript a big plus. Experience in web hosting required.
- Familiarity with SEO methods and PFP-based online advertising techniques including Google adwords, Shopzilla/Bizrate, Yahoo and other PPC & CPM based online marketing tools
- Familiarity with Multimedia web applications particularly Adobe Flash. Knowledge of SVG a plus.
- Familiarity of the following is not required but is a definite plus: Perl, XML, TCP/IP, LAN/WLAN.

#### TRAINING

RfWeL believes that solid training is the key to optimal performance. We will provide personalized training geared to your individual needs and personal development which will include classroom/ online seminars and on-the-job training on key areas including wireless technology fundamentals. We will absolutely NOT train on the Web Development requirements since familiarity/experience on these is a definite MUST HAVE.

#### ADDITIONAL REQUIREMENTS

Successful applicants may be required to undergo a criminal background check and drug test. RfWeL's E-commerce & web development manager position requires some standing, bending and reaching with a small amount of manual dexterity. Occasional lifting of 1 to 5 pounds and seldom lifting of up to 10-30 pounds may be required. Occasional short trips in-state and out-of-state may be required as might occasional late night/early morning conference call meetings with team members in International time zones.