

# RGBARRY

## BRANDS

### Front End Web Developer

RG Barry Brands, one of North America's leading developers and marketers of accessories products that provide fashion and function for a great life is seeking a Front End Web Developer to join our eCommerce digital marketing team.

In this role, based at our Corporate office in Pickerington, OH, you will serve as a technical lead for improving and maintaining the ecommerce UX/UI across all of RG Barry's Brands. Primary expectations include the execution of clean and creative HTML/CSS/Javascript that transforms design assets into engaging and powerful brand experiences, both on the ecommerce platform and within other digital marketing channels such as email and social.

This role is supported by an in-house design team and works in partnership with the ecommerce operations and external CMS development teams. While web application development is not required, full-stack technical understanding and ability to participate in strategy and troubleshooting discussions is desired.

Will be primary contributor to digital marketing efforts that require coding skills and complement brand content, digital advertising and ecommerce sales goals.

#### **Specific duties and responsibilities include:**

- Generating front-end code in adherence with current standards (HTML, CSS, and JavaScript) to implement design solutions for all types of online content.
- Assisting with email marketing and the creation of its briefs and execution including but not limited to coding, testing and scheduling in Listrak's (email service provider) CMS.
- Creating web asset and online marketing creative shot lists and briefs, as necessary, using historical and trend data to guide decision making and recommendations to creative team.
- Ensuring high quality graphic and usability standards, maintaining the company's image, identity and communication style across digital marketing campaigns, websites, landing pages, etc.
- Building reusable, on-brand code and libraries for future use.
- Learning Content Management System (Salesforce Commerce Cloud/Demandware) to facilitate effective front-end solutions and participate in site planning. Collaborating with back-end developers (external) to improve usability and troubleshoot issues.
- Day-to-day managing of content pages within Demandware Business Manager and tracking landing page performance in Google Tag Manager (GTM), ensuring consistent and comprehensive attribution across entire realm.

- Optimizing site content and/or hierarchy based on Google Tag Manager (GTM) data, weekly reporting, external site reporting, A/B site testing, and/or other relevant data sources.
- Participating in SEO management for all areas of the site and online marketing channels, including digital agency coordination, in order to maximize traffic and sales for all brands.
- Responsible for the delivery of content (i.e. copy and graphics) required for all aspects of paid media and channels, including but not limited to paid search, retargeting, display, PLAs, etc.
- Developing ongoing strategies and reporting for A/B testing of web and/or other online marketing content.
- Assisting QA of all new content and features executed on the site. Working with Ecommerce Operations Team to schedule and deploy content on time.
- Participating in project planning and execution with 3<sup>rd</sup> party vendors and agencies, as necessary.

**Specific job requirements include:**

- Bachelor's degree in related field or equivalent work experience.
- At least 5+ years of experience with front-end development, with proficient understanding of web markup and scripting, including HTML5, CSS3 and JavaScript frameworks (jQuery, Angular.JS)
- 3+ years of experience acting as a technical lead or solo developer with a focus on UX/UI
- 2+ years' experience with ecommerce content management systems (e.g., Magento, Shopify, WooCommerce, etc.) required. Specific experience with Salesforce Commerce Cloud/Demandware is desired, but not required.
- Proven experience developing sites with a mobile-first approach (media queries, etc.).
- Experience with common debugging tools (firebug, Chrome Developer)
- Proficiency in digital prototyping and design tools such as InVision, Balsamiq, Sketch, or Adobe Creative Suite.
- Excellent visual design skills with sensitivity to user-system interaction.
- Willingness to learn new technical applications and programs with proven ability to solve problems creatively and effectively.
- Experience working in email content management systems such as Listrak or Litmus, a plus.
- Experience working with data feeds and APIs for automation of paid media, email marketing and site product recommendations is a plus.
- Background in retail or wholesale is a plus.
- Must be extremely organized and detail oriented with experience using bug tracking or management software (JIRA, Asana, etc.)
- Up-to-date with the latest Web trends, techniques and technologies
- Digital Marketing experience is a plus

We value and measure the competencies for this role including: attention to detail, demonstrating functional/technical expertise, getting things done, multi-tasking, planning and organizing and working collaboratively.

RG Barry Brands operates in an exhilarating, high-performing team environment that is also casual and fun. If you are looking for an amazing career challenge with a growing organization that strives for excellence in all things; encourages creative thinking and intelligent risk taking; cares about and is involved in the community; and acts only with the highest of ethical standards, we're waiting to hear from you.

We offer a competitive salary and benefits package. For consideration, please send your resume with salary requirements to:

Email: [resumes@rgbarry.com](mailto:resumes@rgbarry.com)

Equal Opportunity Employer