

DIRECTOR OF WEB AND E-COMMERCE

The Director of Web and E-Commerce will report directly to the CEO. This position will be leading the team of graphic designers to drive the overall web strategy and execution the overall vision of the company brand. The Director will align our websites across all brands to achieve the company's objectives and to direct how we spend our resources and measure our return on investment.

This position is based in Orlando, Florida

Responsibilities Include:

- Provide leadership in the identification of specific and appropriate opportunities to grow the company across all business brands through the targeted use of website design and e-commerce solutions
- Execute all project management relating to web and e-commerce projects, including but not limited to, analysis and documentation of business objectives, functional and technical specifications, scoping, scheduling, functional team hand-offs and strategizing activities to reach a maintain the overall company vision and objectives
- Lead a cross-functional team to develop and execute a comprehensive web strategy; define the scope, technical and business requirements, budget, benefit analysis and cost justification for strategic projects to support business needs
- Create and manage a web governance structure and standards based on knowledge and learning's of site effectiveness, usability, best practices and business factors
- Oversee the user experience to provide consistency, simplicity, and value
- Work with marketing to develop guidelines and objectives to drive customer acquisition, e-commerce, sales, and retention as well as market awareness
- Create and develop content and web tools that will inspire web visitors, driving an increasing rate of return visitors, inquiries, qualified leads and conversion
- Evaluate website performance, assess results, and make continuous improvements by examining data and making recommendations to the sales team to maximize effectiveness and profitability
- Identify needs for new technologies
- Manage contractor and vendor relationships as needed on time and within budget

Minimum Qualifications:

- 10+ years of web experience managing global (multiple language) external and internal sites. This includes experience in CMS, ecommerce, web analytics, CRM, and technical infrastructure Demonstrated ability to operate independently and drive company initiatives at senior management levels. This includes the distribution of reports on site performance, program and project management, and strategy summaries
- Ability to prioritize and manage multiple projects simultaneously
- Knowledge of all phases of web production, including needs assessment, layout and architectural design, search optimization, functionality and maintenance
- Demonstrated strategic vision and creativity in web management in support of business objectives
- Exceptional leadership skills in managing talent
- Experienced leader with proven ability to influence senior management
- Proven ability to drive and communicate strategy and tactical details
- Understanding of SEO practices and strategies
- Strong web foundation including understanding of possibilities, UI and web content best practices
- Strong management skills and ability to influence others
- Excellent written and verbal communication skills
- Must be comfortable working within and with the LGBT community

- Must be able to pass a drug and back ground check
- Bachelor's degree in marketing, business or technology related discipline required, MBA/Master's degree a plus

Compensation and Benefits:

Salary will be based on abilities and past experience with full benefit package.

Email cover letter (including salary requirement) and resume to:
resume@areagay.com

Subject line should read: RE: Job ID 1101 – Director of Web and E-Commerce
Or fax to: 407-649-2025
