Smartsheet is seeking a full time Senior Web Developer to join the Marketing Team. In this position you will drive, develop and track website initiatives to support customer acquisition, conversion, expansion and retention. Your mind is part developer, part designer, part marketer and will make you an instant driving force on the Smartsheet team. You will work with a small, highly efficient team in a professional environment. We’re looking for a motivated, self-starting, always curious and intelligent individual who can make an immediate positive impact. This position is based at our headquarters in Bellevue WA.

Responsibilities:

- Manage day-to-day website initiatives for Smartsheet’s marketing website in order to maximize audience conversion. Responsibilities include optimizing site architecture, creating the ideal user experience and maintaining the content management system.
- Proactively and constantly monitor and assess performance of initiatives using web analytics.
- Devise and execute plans for both near-term and long-range in order to continuously improve website and landing page performance.
- Advise and implement best practices to improve web user experience, especially for organic traffic, to increase demand and conversion.
- Research, evaluate, and recommend new website performance products.
- Partner with internal business groups to implement new content and SEO strategies, define business requirements, assisting with the creative process, and develop effective pages to meet their goals.
- Prototype, build, test, and iterate landing pages (with participation from Marketing, Design, PPC, SEO teams)
- Set up and report on multivariate (A/B) testing
- Review and modify site for operational issues affecting customer experience and support related production requests.
- Monitor, review and report on website traffic.
- Live and breathe the website and its performance and have deep curiosity and skills to make it a conversion machine.

Requirements:

- Proficient in HTML, CSS, PHP, Javascript, My Sql. Wordpress and/or Drupal experience is a plus.
- Proficient with Google Analytics, SEO and A/B testing.
- 5+ years experience managing website projects from beginning to end.
- Strong understanding of and passion for web marketing, B2B website best practices such as SEO, web analytics, lead generation and target conversion, social media integration, content deployment and version control, as well as marketing automation and how they integrate.
- Excellent teamwork and project management skills.
- Exceptional communication skills – written, graphical and verbal.
- Metrics/analysis/results orientation.