

# LEDGER BENNETT

## Senior Web / CMS Executive

San Francisco Bay Area

**Are you searching for your dream job? Here at Ledger Bennett, we strive to help our employees find passion and purpose. Join us in changing the way the world works.**

Ledger Bennett are looking for an experienced Senior Web / CMS Executive to join our team in the San Francisco bay area. This role is working exclusively for one of our prestigious clients.

### What will my new role involve?

Joining our Marketing Technology Team as a Senior Web / CMS Executive, you will focus on the development of web and landing pages within a CMS with a continuous drive for improvement on performance and quality. Your new role will involve day to day delivery of web pages for a global, multi-national technology company, balancing technical requirements with compelling creative and messaging. This will include:

- Creating, updating, and maintaining content in Content Management System (Adobe CQ5/AEM).
- Supporting in production and maintain accurate reports and logs of page production and versioning, including upcoming and historic changes.
- Working with the PM and stakeholders to manage campaign, product, and resource roll-out, and coordinate with supporting marketing activities and Regional Marketers for smooth execution.
- Tracking content through planning and development, monitoring its status and implementation according to a delivery plan.
- Monitoring and quality controlling global content for the site from multiple regions and troubleshoot or escalate as required.
- Facilitating structuring and documenting web requirements.
- Determining, managing, and overseeing the localization process and flow of global pages to regional sites.
- Providing input into SEO, UX, User Journey, Taxonomy and Site Architecture.
- Supporting the production of digital graphics using **Adobe Creative Suite**, including uploading to the Digital Asset Management System.
- Ensuring that marketing materials comply with all Corporate brand and style guidelines.

### Our ideal Senior Web / CMS Executive

We are looking for a Senior Web / CMS Executive who will have an inquisitive mind and positive attitude, bringing structure and best in class performance to our growing team. With an extensive web background, you will be able to evidence working with a wide range of stakeholders and communicating effectively on project delivery. You will also require the following skills and experience:

- Experience working within an international, multi-lingual, multi-domain web estate
- Be able to set, communicate and manage own timelines
- Proven record of managing and proactively owning website projects that are delivered complete and on time
- Technical knowledge of web development languages would be a plus (HTML, CSS)
- Proven experience of managing multi-language websites and translation workflows
- Proven track record in gathering business requirements, implementation planning and appropriate level of documentation
- Has experience of working within brand guidelines and web accessibility guidelines
- Proven results in on-page and understanding technical SEO would be hugely desirable
- Be confident in partnership with client-defined third-party suppliers

Desirable skills and experience include:

- Experience and expertise in the following areas: UX, User Journey, Taxonomy management and Site Architecture
- Proven experience within web analytics platforms (Adobe SiteCatalyst, Omniture, WebTrends, Google Analytics and AdSense or similar)
- Experience using Salesforce will also be an advantage
- A working knowledge of data segmentation and how this drives dynamic web content

### **What can we offer you?**

As our Senior Web / CMS Executive, you will be entitled to a **highly competitive salary** plus a range of benefits including:

- Health Insurance with Vision and Dental
- Company Wellness plan with Class Pass matching
- Flexible working style
- Life Insurance Plan & Life Assurance Scheme
- Personal development & Commuter Benefits scheme
- 401K Plan

### **Why work for Ledger Bennett?**

At Ledger Bennett you will implement best-in-class marketing solutions and adopt new and emerging technologies.

We are a well-established business of experienced digital marketing professionals working in global teams to deliver data driven solutions to complex marketing, sales and customer success problems.

We are growing rapidly with new offices in London, San Francisco and Chicago established in 2017. Joining us now you will be part of a fast paced and innovative agency and will have a chance to be a key part of this growth.

**If you have the skills and experience to excel as our Senior Web / CMS Executive, click [APPLY](#) with your resume.**