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**Position Title:**

Senior Web Designer

**Position Location:**

Edmonton, Alberta

**Date Posted:**

March 4<sup>th</sup>, 2010

**Application Deadline:**

Until Filled

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## Senior Web Designer

### Who is Incite?

At Incite, we are **experts in the creation and delivery of relationship-driven marketing**. Our creative, customized marketing strategies leverage converging media, people, and events to enhance intimacy, improve retention, and measurably improve marketing ROI.

At Incite, we form lasting partnerships with our Clients and are typically engaged throughout the marketing cycle. Incite specializes in working with Clients where the primary objective is identifying innovative marketing opportunities and leveraging long-term relationships with key stakeholders (e.g. Clients, industry associations, employees, referral partners, suppliers, etc.) to capitalize on those opportunities.

### What are Incite's significant achievements?

- 2008 Winner of BDC's Young Entrepreneur Award
- 2008 Named in Profit Magazine as Canada's "Next 100" fastest growing companies
- 2008 Named One of Alberta Venture's Fast 50 Growth Champions
- 2007 Winner of 3 Provincial SAM Awards for Communications
- 2007 Profiled in U of A's New Trail Alumni Magazine
- 2005 Alberta's Top 40 Cool Companies Award
- 2005 Employee of the Year Profiled in Alberta Venture Magazine
- 2005 Employee Named to Edmontonians' Sizzling 20 Under 30
- 2004 Profiled in Canada's Marketing Magazine
- 2004 Chamber of Commerce Small Business Owners of the Year Award
- 2003 Expanded Client Base in Western Canada
- 2002 Acquisition of design firm: Dream on Design Company
- 2000 Expansion into new offices in downtown Edmonton
- 1999 Established in Edmonton, Alberta



## What is the position?

The position of Senior Web Designer provides a great opportunity for a professional with senior level web design experience, technical programming and computer expertise to assume a key position with a dynamic and growing marketing company.

## What does the position entail?

The successful candidate will be responsible for the following:

### Primary Roles:

- Lead the design of web sites, including menu navigation, visual imagery, overall layout, etc.
- Design e-newsletters
- Design on-line marketing materials and tools
- In charge of finding out and coming up with new design tools
- Stay on top of web/design trends

### Secondary Roles:

- Propagate and build web sites (using CSS)
- Update existing web sites (changing content or photos, creating/deleting pages, etc.)
- Optimize web sites for search engines
- Build interactive tools to enhance web sites (e.g. contact forms, maps, client login sections, photo galleries, etc.)
- Propagate database-driven web sites (PHP, MySQL)

## What does an ideal candidate 'look like'?

In addition to displaying excellence in the role outlined above, the successful candidate must be able to demonstrate proficiency in the following.

- Demonstrated intelligence, analytical skills, judgment, strategic thinking abilities, penchant for quality risk taking
- Proven ability to conceptualize and create in imaginative, out-of-the-ordinary, 'Holy Cow!' ways
- Personal competencies including iron clad integrity, the ability to earn the trust of clients and coworkers, and resourcefulness
- That rare balance of the ability to work in a team and independently
- Organization, stress management skills and self awareness
- The likeability factor! You know how to listen, communicate, negotiate, coach—yet persuade and really build relationships (you don't just say you can do that)



## What background and experience will the ideal candidate have?

- Formal background/training in web design/programming
- Ability to come up with creative and innovative web design layouts
- Direct experience with concepts of web design including Photoshop, HTML, Java scripting, Flash, PHP, MySQL, etc.
- Knowledge and experience with content management systems (Word Press, Expression Engine, etc.)
- Knowledge and understanding of PHP code to help design, code, and test technical solutions
- Excellent computer skills and proven ability to work with the following tools:  
PhotoShop, Dreamweaver, and Illustrator
- Specific interest in Internet technologies
- Creative capacity in multimedia
- A demonstrated ability to work well with colleagues
- 3-5 years experience working as an intermediate to senior level web designer

## How can you apply?

Start by compiling the following package of materials:

- Cover letter specifically outlining why you would be a good fit for Incite, including your interest in web design and your strengths and weaknesses as they relate to the above job description and requirements
- Resume highlighting relevant experience and specific skills
- Links to sites that you've designed and/or built

Then send the package via email or mail to:

**Darren Tonn**

Director, Creative Services

T: (780) 423-5552 ext. 304

F: (780) 423-6640

E: [darren@incitemarketing.ca](mailto:darren@incitemarketing.ca)

See website for detailed information on Incite:

[www.incitemarketing.ca](http://www.incitemarketing.ca)



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