

# CAREER OPPORTUNITY ANNOUNCEMENT

## WEBSITE + SEO SPECIALIST

EL CAP | EARTH TREKS | PLANET GRANITE



El Cap is one of the largest operators of indoor climbing facilities with 11 gyms in 5 states under the brand names of either Earth Treks or Planet Granite. We're expanding and looking for motivated individuals interested in growing with our company. When our staff aren't outside adventuring or training in the gym, they are sharing their passion for climbing with our amazing members. Presently, we can be found in greater Washington D.C., San Francisco, Denver, Baltimore and Portland.

### JOB SUMMARY

The website and SEO specialist is responsible for enhancing the user experience for all web pages associated with El Cap's three WordPress websites: [el-cap.com](http://el-cap.com), [earthtreksclimbing.com](http://earthtreksclimbing.com) and [planetgranite.com](http://planetgranite.com). The primary functions of this position are to make timely content changes, champion the organization's web strategy and to advocate for the digital visitor's experience and perspective. With the digital customer experience in mind, this position will play a key role in identifying opportunities to optimize content for SEO best practices and larger SEO and content marketing initiatives. This position will be based in Englewood, CO.

### JOB RESPONSIBILITIES

- + Day-to-day maintenance of the websites' front-end including updating content, forms, photos and videos
- + Create new pages and site sections to align with growth of programs and company
- + Facilitate A/B user testing and usage analysis to determine websites' effectiveness or usability. Monitor results and inform strategic decisions and identify opportunities for impactful content optimization
- + Perform and document quality assurance (QA) testing and validation
- + Work with digital content manager to manage and implement SEO techniques
- + Responsible for monthly reporting and analysis of website
- + Develop and maintain internal and external facing forms
- + Work with El Cap's Tech Team to troubleshoot website issues

### JOB REQUIREMENTS

- + Minimum 2-4 years experience in web design/web development/UX design, Bachelor's Degree preferred
- + Knowledge and experience working in WordPress, Divi Builders and Gravity Forms
- + Experience with HTML, CSS and Javascript
- + Solid understanding of SEO tactics and interpreting analytics with Google Analytics
- + Experience in A/B testing of webpages and landing pages
- + Highly organized with ability to work on multiple projects at the same time
- + Copywriting skills a bonus

El Cap is an Equal Opportunity Employer encouraging diversity in the workplace. All qualified applicants will receive consideration for employment without regard to race, national origin, gender, age, religion, disability, sexual orientation, veteran status or marital status.

### TO BE CONSIDERED

Please email a resume, cover letter, links to work examples and application to:

**Elisabeth Williams**

**DIGITAL CONTENT MANAGER**

Elisabeth.williams@el-cap.com