

Rock West Composites, Inc. is looking for an innovative and self-motivated Webmaster/Ecommerce Manager who wants to work for a growing company. The successful candidate is a problem solver, passionate about improving our website user experience and driving desired actions. They will maintain a responsive ecommerce website to deliver an optimized customer experience. Balancing a creative eye with an analytical mind is essential to this position's success.

Rock West Composites, Inc. is an engineering and manufacturing company dedicated to providing innovative solutions for commercial and government customers. This position is located in our San Diego, CA-San Ysidro location and reports to the Director of Marketing.

Position Summary:

This Webmaster/Ecommerce Manager will perform website maintenance, content updates, and ecommerce analysis with the goal of improving the customer experience and increasing conversion rates, while maintaining the security and stability of our virtual platforms. The candidate must possess strong communication and problem-solving skills, plus customer service savvy and attention to detail.

Essential Responsibilities May Include:

Website Maintenance and Updates

- Maintain all company websites (brochure and ecommerce, B2B/B2C), including security certificates, backups, domain listings, etc.
- Troubleshoot technical and security issues as they arrive, working with our developers, web host, and internal teams as necessary
- Monitor/manage access rights to virtual assets
- Evaluate security and maintenance situation and propose improvements if possible
- Enter website updates including new content, cleaning up code, optimizing images, fixing broken links, and maintaining responsive/brand appropriate UI
- Implement site testing for functionality, usability
- Coordinate efforts and maintain positive relationships with multiple vendors and stakeholders
- Maintain privacy policy accuracy on all websites
- Coordinate maintenance of 3rd party platform integrations to our websites with relevant stakeholders

Ecommerce

- Upload and update product inventory to our Magento platform, working with appropriate product team to gather content

- Work with our design and development agency and SEM team to accomplish improvements and maintenance
- Collect and report on web analytics. Communicate useful trends and other observations to management. Generate ad hoc reports as requested.
- Document process flow for all software and customer touch points for ecommerce and work with stakeholders to find opportunities for improvement
- Research options and best approaches to new initiatives suggested by management. Help establish plans, processes and procedures that yield results accomplishing stated goals
- Maintain an accurate overview of all site activity and its effectiveness, looking for new and more effective processes to accomplish excellent site management each day
- Write and edit content, provide unique content on product/category pages, as well as the blog
- Drive changes that will improve UX/UI and increase conversions
- Assist in prioritization of development tasks for RWC site and analyze spend

Education and Experience:

- 4-6 years relevant experience
- Bachelor's Degree in related field such as computer science or marketing preferred
- Experience in Magento, WordPress, Photoshop, Google Analytics, MS Office
- Fundamental knowledge of HTML and CSS and an understanding of PHP
- Understand web development and search engine management
- Must have strong communications skills, verbal and written, including excellent proof reading skills
- Multi-tasking, detail-oriented and self-motivated
- Ability to understand and perform financial analysis and calculations related to ecommerce

Preferred Qualifications:

- Experience in the Aerospace or advanced composites/materials industry, or work with high technology products with complex specifications
- Knowledge of MailChimp, ShipStation, Trustpilot, QuickBooks, and/or Unify Enterprise a plus

Why should you want to work with us? Rock West Composites cares about our employees! Not only do we offer great benefits to our full-time employees (Medical & Dental 100% employer paid, Vision, Paid Time Off and 401K match), we offer a fun and friendly working environment!

To apply e-mail resume to jobs@1rockwest.com

Rock West Composites is an Equal Opportunity Employer. It is the policy of the company to provide equal opportunity for all employees and applicants for employment without regard to race, color, creed, religion, gender, sexual orientation, national origin, age, marital status or any other basis prohibited by state or federal law. Due to nature of defense contracts, US Citizenship is a requirement. As part of our Drug and Alcohol Policy, upon acceptance of any offer of employment, employment will be conditional of passing a required drug test.

If you are an individual with a disability and require a reasonable accommodation to complete any part of the application process, or are limited in the ability or unable to access or use this online application process and need an alternative method for applying, you may contact 858-537-6260.