

Job Description

Position Title: Web Designer and Programmer

Report to: CRMG Manager

Date Prepared: May 13

Positioning:

The scope of work for the web programmer includes

1. Support all technical aspects of a company website, affiliate websites, and intranet sites
2. Bring online solutions to support marketing campaigns across segments and support various types of online assignments – scheduled, project-based, or ad-hoc from several business units
3. Work with two online marketing managers, and a localization manager during content production process to ensure the quality of deliverable

Key Business Relationship:

Online Marketing Manager

He/she will work closely with Online Marketing Managers on day-to-day basis to ensure that

- Technical requirement is met for web production
- The deliverables comply with online brand guideline and policy
- Quality assurance process is applied throughout the production process

Localization Manager

He/she will work with a translator along the production process to ensure that content is placed in the right spot and that content VS white space is well organized.

Job Responsibilities:

1. Web Production: design, create, maintain and optimize ASP.NET pages on Microsoft Thailand website and an intranet portal as well as html email production
2. Coordination: Work with online marketing managers and a localization manager to find optimal solution for delivering high quality works
3. Search Engine Optimization (SEO): apply SEO methodology to ensure that the website is discoverable by leading search engines

Qualifications:

- Must show passion to work in dynamic environment with “Yes I can” attitude
- Quick self-learning capability
- Effective English communication skills
- Experience in commercial graphic design, online or offline
- 2-3 years of experience in ASP.NET programming
- Skillful in interactive design tools such as PhotoShop and Flash