

Front End Developer and Multimedia Designer

Job Summary

The Front End Developer and Multimedia Designer is well rounded in both user-experience (UX) front-end development and also the production and implementation of compelling and effective content across multiple medias including Web, Apps, Emails, Social Media, & Animations (Live Video & Print a plus). This individual works in a team environment in the design and development of web projects and should be comfortable taking an entire project from wireframe to design to development creating clean, well designed, artful and purposeful graphical user interfaces. The Front End Developer and Multimedia Designer uses creativity and professionalism while working to maintain and protect the Company's brand equity and support specific marketing strategies. This position works closely with project owners to conceptualize ideas for internal clients to meet deadlines and works frequently with members of the Information Technology Department to review and approve UX and brand standards for company-wide initiatives. This position reports to the Manager, Marketing Communications and Creative Production.

Primary Responsibilities

Web

- Mastery of web markup as well as understanding of client-side scripting and frameworks
- Mastery of cross-browser compatibility of Company supported browsers
- Good understanding of Google Analytics and SEO principles/best practices
- Responsive design oriented with a mobile-first outlook able to develop interfaces from UI mockups.
- Able to apply UX best practices, and accessibility trends to online content
- Creates interactive animated SVG-based graphics
- Develop new websites and microsites and produce tools that help the company meet its objectives
- Create testing documentation and procedures for updates to websites
- Conduct code review when the team implements changes to the website
- Troubleshoot development and production problems across multiple web environments
- Meet publication deadlines by both creating the visual content AND coding/programming for web-based projects.
- Maintain corporate websites with designated CMS tool(s) – including www.IllinoisMutual.com and additional microsites and landing pages.
- Work with I.T. to:
 - Update The Employee Forum (using SharePoint)
 - Edit the Agent Forum and its Resource Library
 - Update and edit the policyowner MyPolicy site
 - Collaborate on new portals
 - Other projects as assigned



Multimedia Design

- Create corporate emails and templates using Mailchimp
- Create other print & digital consumer and agent-focused assets as needed (i.e. social media, emails, ppts & flyers)
- Create Corporate internal communications
- Create animated Infographics and e-cards using After Effects a plus
- Direct, shoot, log, edit and stream video a plus (not required)

General

- Demonstrates a clear understanding of the Company's brand and image and helps the MCR team update our online style guide as we continue to enhance our online presence
- Organizes information and translates it into a meaningful layout.
- Develop simple project assignments into well thought-out designs
- Continuously learns and leverages knowledge of latest technologies and new tools
- Supports and mentoring designers with less experience
- Work effectively with MCR team members to accomplish the goals of projects and the tasks of the position
- Perform other duties as assigned

Job Qualifications

- Bachelor's degree* in Interactive Media, Web Design, Graphic Design, Multimedia or other related field required.
- Demonstrated design experience supported by online portfolio and 2-5+ years experience
- Engaged by both design and coding
- Proficiency in most, if not all, of the following:
 - HTML, CSS, JavaScript, JQuery
 - Editing Video and Audio in After Effects & Adobe Premier
 - Image editing and creation software such as Photoshop, Illustrator and InDesign as well as other applications in the creative cloud suite
 - Adobe Acrobat Professional
 - Google Analytics
 - Social media outlets, including Facebook, LinkedIn, & YouTube
 - Microsoft Office programs including Word, Excel, Outlook, SharePoint etc.
 - Macintosh and Windows environments



- Using DotNetNuke, our Content Management System (CMS) a plus, but not necessary
- Experience in Workfront is a plus, but not necessary
- Able to defend ideas while at the same time remaining open to feedback
- Detail and goal-oriented – must be able to meet demanding and dynamic deadlines
- Excellent interpersonal and problem-solving skills
- Professional attitude, enthusiastic and reliable
- Self-disciplined and able to independently manage multiple projects simultaneously while maintaining quality and limited errors in work
- Experience in an insurance environment desired
- Strong time and project management skills
- Effective written and verbal communication skills
- Ability and desire to work in a team-oriented environment
- Superior work ethic
- Able to travel

*College or university must be sufficiently accredited and listed in the U.S. Department of Education Accreditation Directory.

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