

Web Specialist – Job ID 11662
Location: Plymouth
Remove Date: November 5, 2016

ROUSH Performance is the first specialty-vehicle company to combine race-proven technologies with advanced automotive engineering. The result, a unique mix of street car and race car...IS a **ROUSH** car.

As technology and design continue to evolve, so does the **ROUSH Performance** line of vehicles, parts and crate engine offerings. **ROUSH Performance Products** is committed to leveraging the latest in automotive and motorsports technologies to continually provide our customers the ultimate driving experience - the perfect combination of race car and road car.

We are focused on performance, driven by technology, and committed to success. Yes, we love our cars, but our people drive us to the forefront of industry.

www.RoushPerformance.com

Accelerate the direction of your career with Roush Performance...

Are you a Web Specialist looking for an exciting opportunity? We are looking for an enthusiastic, technology focused individual who will be a major contributor to the day to day management, development, and optimization of Roush's web presence. This position is located at our Plymouth, MI facility.

Responsibilities

- **Web Development/Design Updates:** Use knowledge of HTML/CSS, Magento, and WordPress to manage web development projects with an outside team of developers. Complete website updates and create custom landing pages for new products and vehicles.
- **Search Engine Optimization:** Contribute in the effort to maximize our organize search engine rankings. This would involve analysis, HTML programming, content creation/editing, and link building.
- **Newsletter:** Publish newsletters on a weekly basis to general and customer audiences, as well as dealers.
- **Website Update/Data Entry:** Enter product information into the product database (Magento) for use on our store site, as well as Google Base, dealer product feeds, etc. This will tie in with search engine optimization duties above.
- **Maintain Dealer Portals:** Maintain the multiple dealer portals (WordPress) to make sure content and product sheets are up to date.
- **Search Engine Advertising Campaign Management:** Work with Yahoo! and Google to manage search engine ad campaigns. Both companies have agreed to support our campaigns with creative and analytical support services, but we need an individual on our end to closely monitor these programs.

Qualifications

- Associate's degree in Marketing, Web Development, or related field; Bachelor's degree preferred
- Understanding of search engine optimization
- Experience maintaining and customizing Magento and/or WordPress websites
- Excellent written and verbal communication skills as a Web Specialist
- Knowledge of HTML/CSS programming as a Web Specialist
- Candidates should be prepared to provide work samples

Preferred Skills

- Project management experience
- Proficiency with graphic editing software as a Web Specialist
- Exposure to the automotive industry, specifically design, engineering, and manufacturing activities

To apply, please visit the Roush careers page by clicking on this link: <http://www.roush.com/careers>

Our benefits include: medical, dental, vision, life insurance, LTD, 401K, tuition reimbursement, paid vacation, and paid holidays.

Visit our website: www.roush.com

Like us on Facebook: www.facebook.com/RoushCareers

At Roush, we are committed to maintaining an environment of Equal Opportunity and Affirmative Action. If you need a reasonable accommodation to access the information provided on this website, please contact the Recruiting Department at 734-779-7007 for further assistance.
EEO/AA/Veterans/Disabled