

# Job Title: Digital Expansion Tech Consultant, Remote

## Job Summary

Responsible for ensuring code development and technology vendors meet business objectives on time within budget and without major defect. Assist Sales Technology management with planning and strategy to best meet the business objectives of consumer markets sales and other business partners.

## Responsibilities (Principal Duties and Responsibilities)

Serves as a liaison between Consumer Markets, 3rd Party Vendors, and the Information Technology department; assist with the maintenance of the corporate websites for content and functionality to comply with Aflac's core business objectives

Represents the Consumer Markets team, helping to provide guidance in sales & marketing technology, analytics, user experience, and online sales & marketing strategy

Responsible for gathering information related to market trends/forecasts, analyze and present findings and recommendations to project managers, sales or upper management

Serves as the gatekeeper for public facing website initiatives; interacting regularly with IT, Agencies, and Technology Vendors

Assist with content management for public facing sites; analytics implementation and validation; Diagnosing and resolving technical issues.

Responsible for new website development or vendor code implementation utilizing the following: HTML, CSS, and JavaScript; schema (XML or JSON).

Responsible for refactoring existing or agency-provided code including HTML, CSS, and JavaScript optimizations including SEO; provides recommendations on improving efficiency of site maintenance and speed; translate business requirements into technical requirements to establish scopes with the smallest overhead.

Performs other duties as assigned

## Qualifications (Education & Experience and Job Knowledge & Skills)

### Education & Experience

Bachelor's Degree Information Systems Management or Information Technology and six to eight years of job-related experience, Experience working with website applications and design; HTML prototypes, specifications, and style guidelines or an equivalent combination of education and experience

Experience with content management systems, customer relationship management systems, tag management solutions, site optimization tools, architectural diagrams and process flows

### Job Knowledge & Skills

MS Office (Outlook, Word, Excel, PowerPoint)

HTML

CSS

JavaScript

C#

.Net Framework

Detailed knowledge of Internet usability and standards

Detailed knowledge of website architecture

Detailed knowledge of web tracking technologies

Detailed knowledge of web accessibility

Preferred Knowledge in the following: NodeJS, RequireJS, BackboneJS, Angular 6+, jQuery, Salesforce CRM and Marketing Cloud, Git, Tealium IQ, Google Analytics, WCAG 2.1

**Organizational Competencies**

Acting with Integrity, Communicating Effectively, Pursuing Self-Development, Serving Customers, Supporting Change, Supporting Organizational Goals, Working with Diverse Populations

#Dice