

Job Description: WordPress/CMS Developer Specialist

Company: [Your Agency Name]

Position: WordPress/CMS Developer Specialist

Employment Type: Full-time Remote

Experience Level: Mid to Senior Level (3+ years)

Location: Remote (Philippines preferred for timezone alignment)

About Us

We are a growing digital marketing agency dedicated to helping businesses establish powerful online presences through strategic web development and marketing solutions. Our team values innovation, quality, and collaborative growth as we serve clients across various industries.

Our Core Values:

- Client-first approach and exceptional service
 - Continuous learning and professional development
 - Quality craftsmanship and attention to detail
 - Transparent communication and collaboration
 - Results-driven mindset
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Role Purpose

We're seeking a skilled WordPress/CMS Developer Specialist to join our development team and help create exceptional websites that drive business results for our clients. You'll be responsible for developing, maintaining, and optimizing WordPress websites while ensuring they meet modern web standards and client objectives.

Key Responsibilities

Website Development & Maintenance

- Develop custom WordPress themes and child themes from design mockups
- Build responsive, mobile-first websites that work across all devices
- Customize existing themes and plugins to meet specific client requirements
- Maintain and update existing client websites with new content and features
- Perform regular website backups, security updates, and performance optimization

Technical Implementation

- Implement SEO best practices and technical optimization
- Integrate third-party tools and APIs (CRM, marketing automation, analytics)
- Set up and configure e-commerce functionality using WooCommerce
- Ensure website security through proper coding practices and security plugins
- Optimize website speed and performance for better user experience

Client Collaboration

- Communicate directly with clients to understand project requirements
- Provide technical recommendations and solutions for client challenges
- Create and maintain project documentation and progress reports
- Troubleshoot and resolve website issues in a timely manner
- Train clients on content management and basic website administration

Quality Assurance

- Test websites across different browsers and devices
- Conduct thorough quality checks before launching websites
- Follow coding standards and best practices for maintainable code
- Document code and create technical specifications for future reference

Required Skills & Qualifications

Technical Requirements

- **3+ years of WordPress development experience**
- Strong proficiency in PHP, HTML5, CSS3, and JavaScript
- Experience with MySQL database management
- Knowledge of WordPress theme and plugin development
- Familiarity with page builders (Elementor, Gutenberg, Divi)
- Understanding of responsive design principles and CSS frameworks
- Experience with version control systems (Git)
- Knowledge of web hosting, cPanel, and domain management

CMS & E-commerce Experience

- WooCommerce setup and customization
- Experience with other CMS platforms (Drupal, Joomla) is a plus
- Knowledge of membership site development
- Understanding of website migration processes

SEO & Performance

- Basic understanding of SEO principles and implementation
- Experience with website speed optimization
- Knowledge of Google Analytics and Search Console
- Understanding of Core Web Vitals and performance metrics

Soft Skills

- Excellent English communication skills (written and verbal)
 - Strong problem-solving and analytical thinking
 - Ability to work independently and manage multiple projects
 - Detail-oriented with commitment to quality
 - Client-focused mindset with professional communication
 - Adaptability to learn new technologies and frameworks
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Preferred Qualifications

- Bachelor's degree in Computer Science, Web Development, or related field
 - Experience working with digital marketing agencies
 - Knowledge of marketing automation tools and integrations
 - Familiarity with design tools (Figma, Adobe Creative Suite)
 - Understanding of conversion rate optimization principles
 - Experience with headless WordPress and modern development workflows
 - Knowledge of web accessibility standards (WCAG)
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What Success Looks Like in First 90 Days

First 30 Days

- Complete onboarding and familiarize yourself with our processes and tools
- Successfully complete 2-3 small website updates or maintenance tasks

- Demonstrate understanding of our coding standards and quality requirements
- Establish communication rhythm with team and initial client interactions

60 Days

- Lead development of 1-2 complete WordPress websites from start to finish
- Show proficiency in our project management and communication tools
- Provide valuable input on technical solutions and process improvements
- Build positive relationships with assigned clients

90 Days

- Independently manage 3-4 client websites with minimal supervision
- Contribute to team knowledge sharing and best practices
- Demonstrate ability to troubleshoot complex technical issues
- Receive positive feedback from clients on communication and deliverables

Compensation & Benefits

Salary Range: \$55,000 - \$85,000 annually (based on experience)

Benefits Include:

- Flexible working hours and remote work environment
- Professional development budget for courses and certifications
- Access to premium development tools and software licenses
- Health and wellness allowance
- Performance-based bonuses and career advancement opportunities
- Collaborative team environment with growth-minded professionals

Application Requirements

To apply, please submit:

1. **Resume or Portfolio Link** showcasing your WordPress development work
2. **3-5 Minute Video** answering these questions:
 - Why do you want to work with our agency?
 - Which of our core values resonates most with you and why?
 - Describe a challenging WordPress project you completed and how you solved any technical obstacles

3. **Code Sample** or link to a recent WordPress project you're proud of
 4. **Subject Line:** Include the word "WordPress" in your email subject line
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Next Steps

Selected candidates will be invited to:

- Complete a practical WordPress development assessment (2-3 hours)
 - Participate in a technical interview with our development team
 - Meet with agency leadership for cultural fit assessment
 - Provide references from previous clients or employers
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Ready to join our team and help create exceptional websites that drive business results?

We're seeking someone who shares our passion for quality web development and client success. We'd love to hear from you if you're excited about working with a growing agency and contributing to meaningful projects.

Apply now and let's build something amazing together!