



**USDF**

# UNITED STATES DRESSAGE FEDERATION™

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## **Website Programmer**

The United States Dressage Federation (USDF), a national non-profit equine organization located in Lexington, KY and dedicated to the sport of dressage, has an immediate opening for a website programmer. This is a contract position and considered a part of the marketing team. The web programmer serves as developer and project coordinator of the USDF website properties and related projects consistent with USDF strategies including design, maintenance, layouts, interface with databases, e-mail promotions/newsletters and banner ads.

### **Responsibilities include:**

- Designing/developing USDF web pages in accordance with web standards.
- Coordinate all aspects of the USDF websites and other USDF web projects.
- Creating, managing and maintaining web content and graphics as well as obtaining necessary approvals under tight deadlines for pages.
- Layout and distribution of e-newsletters, help files, training documentation, and web/email promotions.
- Liaise with other departments/staff and the technology department to manage all web projects and change requests. Facilitate positive staff communications that result in productive outcomes.
- Analyzing and creating new ways to increase site traffic.
- Suggesting improvements to website properties by studying, evaluating and recommending new trends and technologies.
- Coordinating the effective and appropriate use of the Web to reach and serve internal and external stakeholders.
- Facilitate traffic tracking and provide analytic reports.
- Provide innovation and leadership to website development leading to an exceptional user experience.

### **Requirements:**

- Proficient with ASP, HTML, CSS, and JavaScript
- Solid understanding of data design patterns and languages (Microsoft SQL)
- Relevant experience with email marketing services like Amazon SES, MailChimp, Constant Contact, cVent, etc
- Adherence to web standards in usability, accessibility, graphic file formats, responsive design; testing and documentation; project management skills and facilitation
- Experience with Windows Server, IIS, and SSMS a plus
- Knowledge of APIs a plus
- Experience with Shopify, Authorize.net, Square, or other e-commerce solutions a plus
- Experience with marketing, Google Analytics, web advertising, and social media a plus
- Additional experience in Wordpress, Adobe Creative Suite, customer resource management software a plus