

**Web Marketing Coordinator***Available Immediately*

**Parallax, Inc.** is a small (40 employees) privately held company located in Rocklin, California. Parallax designs and manufactures microcontroller development tools and small single-board computers that are used by electronic engineers, educational institutions, and hobbyists. Our current product line consists of BASIC Stamp® microcontrollers and development software, SX chips and programmers/debuggers, project boards, sensors, educational tools, robotics kits and accessories. These products are sold to customers in education, commercial/industry and hobby sectors. Examples of how Parallax customers use our products are shown at [http://www.parallax.com/html\\_pages/resources/custapps/main.asp](http://www.parallax.com/html_pages/resources/custapps/main.asp).

**Job Description**

The Web Marketing Coordinator reports directly to the Marketing Manager. This position is broadly responsible for the development and maintenance of the Parallax website and online marketing campaigns. This position works closely with the Marketing Manager, IT Department, and Art Director.

**Required Skills:**

- Responsible for strategizing, designing, and producing online visual communications
- Manages projects from conceptualization to implementation, including but not limited to consulting with management to determine scope of project and developing sample layouts for approval
- Website design including HTML and CSS
- Interacts collaboratively with team members to assure creative needs of the company are met
- Maintains high level of knowledge and skill with all computer software related to the design and production of online materials
- Process task oriented approach, with follow-through, efficiency and consistency
- Analytical skills and strong work ethic
- Technical skills with computer software, specifically:
  - HTML and CSS
  - PhotoShop, Adobe InDesign, PowerPoint, Microsoft Word, Microsoft Outlook

**Educational and experience requirements:**

- Bachelor's degree in either Business, Marketing, Design or equivalent experience
- Web/HTML experience
- Experience in DotNetNuke and/or Flash is a plus
- Graphic Arts knowledge and or experience is a plus
- Excellent writing skills

**Duties:**

- Maintain and develop content for Parallax web sites
- Perform web research and analysis using web statistical tools
- Present findings to marketing department and utilize findings to determine the best way to present products/content on the web
- Maintain and develop web content to maximize web presence and ensure search results
- Collaborate with product developers to identify appropriate presentation on the web site
- Identify and request graphic support required to present products and content on the web
- Write copy for new web pages, landing pages etc.

- Review and direct the posting of customer applications
- Maintain and improve the web categories developed for the Parallax product line
- Review all marketing material (on-line and printed) to ensure consistency
- Develop and implement RoHS compliance communication method for web
- Work with different departments to ensure accuracy and consistency on the web
- Establish and ensure compliance of web guidelines
- Update distributor website with new products, distributor updates, and price lists
- Implement and follow-through with the entire product discontinuation process on the web
- Work with IT and Marketing to display a customer friendly and easy to navigate website
- Perform market research, benchmarking, and other marketing tasks as needed
- Work with Marketing Manager to run online promotions and contests
- Work with Art Director to generate online promotional images for the web
- Assist Art Director with design, development, and production of art and copy layouts for print collateral materials when needed

**Other related duties:**

- Any other duties as needed or assigned
- Possible travel opportunities
- Enthusiasm, positive attitude, ability to work well with others, and a friendly, polite demeanor
- Willing and motivated to learn more about the above items as necessary
- Able to contribute to cooperative meetings
- Able to take on new tasks that arise from future needs in the department/company
- Insuring quality control

**Salary** determined on employment, commensurate with experience, qualifications and enthusiasm.

**Application** consists of a cover letter and resume to:

Human Resources Manager

599 Menlo Drive, Suite 100

Rocklin, CA 95765

Fax (916) 624-8003

[jobs@parallax.com](mailto:jobs@parallax.com)

Check out the Parallax website for more details [www.parallax.com](http://www.parallax.com)