



DIGITAL WEB ANALYST POSITION DESCRIPTION

The Auto Care Association is the voice for the auto care industry—a coast-to-coast network of 500,000 independent manufacturers, distributors, parts stores and repair shops offering quality, choice and innovation for drivers. The Auto Care Association keeps its members ahead of the curve so they can continue to serve every kind of vehicle on the road today—providing parts and services designed to make vehicles last longer, perform better and keep drivers safer.

We are currently seeking an exceptional Digital Web Analyst to support our award-winning communications team with a variety of web projects. You'll have the opportunity to work with stakeholders across the organization to ensure content is presented in an attractive and persuasive way to help us achieve optimal engagement and conversions. The ideal candidate will be passionate about the use of our technologies and will have the ability to dive into various digital opportunities and get their hands dirty with exciting work and projects.

Specific duties and responsibilities:

- Participate in all web content development activities including development, testing, review, and publishing to support the maintenance of autocare.org and other sites in the organization's web ecosystem. Work with a range of Content Management Systems.
- Manage daily operations of the Auto Care Digital Hub website to ensure digital content is posted in a timely manner and create functional layouts to support future digital content initiatives.
- Plan, implement and execute future upgrades to Auto Care Digital Hub and serve as point of contact to our vendor for troubleshooting and resolving issues.
- Support data visualization design and development by generating web charts, maps, dashboards, and reports that provide actionable insights for site visitors and for internal staff using Chart.js, D3.js, Leaflet, Power BI, and Flourish.
- Provide guidance and support to web contributors and editors on web updates, ensuring content displays appropriately, prominently, and in accordance with style guide to achieve successful campaign and project launches on brand.
- Troubleshoot and document website issues reported by internal and external parties, suggest ideas to streamline back-office flows and processes across web properties.
- Gather, analyze, synthesize, and present key metrics to understand web performance, and recommend ways to improve design and user experience (UX) with a data-driven approach.
- Support search engine optimization (SEO) efforts and make recommendations to improve overall website(s) traffic, positioning, and conversions that can shape our current and future digital strategy.
- Implement enhancements to web accessibility compliance for autocare.org website and other web properties.
- Work closely and collaboratively with multiple teams to align website initiatives with campaign and project launches.
- Keep up to date with UX, SEO, web design, and digital marketing best practices and monitor competitor websites.
- Explore and assist with API, system integrations, and mobile app development.
- Develop and facilitate training opportunities for web contributors and build documentation and training materials. Encourage and support web and digital proficiency among staff.

Skills and qualifications:

- Bachelor's degree in Computer Science, Information Science, or other technology-related field, or equivalent years of experience
- Knowledge of Content Management Systems such as WordPress, Sitefinity, and experience with digital asset management tools such as Tizra.
- Experience with front-end development (HTML, CSS, JavaScript)
- Familiarity with Google Analytics and Google Data Studio.
- Knowledge creating and customizing web parts using ASP.NET MVC application framework.
- Familiarity with testing and modifying CMS themes and style sheets (CSS) to ensure consistent display in all major browsers.
- Understanding of current digital design trends, UI/UX design fundamentals, and prototyping tools such as Sketch, Figma, InVision or Adobe XD. Preferably share UI/UX designs that showcase ability to tell a story and illustration of experiences.
- Experience with development lifecycles as well as agile and waterfall development methodologies.
- Passion for learning and adopting new technology and expanding hands-on technical skills.
- Excellent writing skills.
- Proficient in Microsoft Office 365, including Word, PowerPoint, Excel, SharePoint.
- Foster collaboration, work with cross-functional teams, and support colleagues to produce high quality results.
- Excellent time management and organizational skills to complete multiple tasks and meet established deadlines.
- Demonstrate eagerness to go above and beyond to help the team achieve goals.
- Applicant must be authorized to work in the United States.

At Auto Care Association, we recognize and appreciate the importance of creating an environment in which all employees feel valued, included, and empowered to do their best work and bring great ideas to the table. We recognize that each employee's unique experiences, perspectives, and viewpoints add value to our ability to create and deliver the best possible service, technical assistance, and research to members and partners.

Diversity, equity, and inclusion (DEI) for us represent both a business necessity and a core belief. These concepts represent a fundamental value and code of behavior that impact our daily interactions and decisions. DEI is the result of respecting, valuing, and caring about others and the lives we touch through member engagement, our products, messaging, and operations.

Auto Care Association is committed to providing an inclusive and welcoming environment for all members of our staff and does not and shall not discriminate on the basis of race, color, religion, gender, gender expression, age, national origin, disability, marital status, sexual orientation, or military status, in any of our activities or operations.

If you are a dynamic professional with shared beliefs and the above qualifications, we would like to hear from you.

Please send your resume and cover letter to: Lea Diamond, Senior Director of People Operations, Auto Care Association, at autocarejobs@autocare.org.