



Job Title: Interactive Web Designer, UP Faith & Family
Reports to: Sr. Director, Subscriber Acquisition & Retention
Location: Atlanta, GA (Hybrid)
FLSA Status: Exempt

About UP

Headquartered in Atlanta, GA, UP Entertainment is a privately held portfolio of entertainment brands, UPtv, aspireTV, aspireTV Life, UP Faith & Family, and Cine Romántico, each serving a distinct and passionate audience with outstanding positive programming. UP Faith & Family, the company's streaming service, features the best in faith affirming and family-friendly entertainment anytime, anywhere, including exclusive access to original productions from the UP-Entertainment family of brands.

Summary

As an Interactive Web Designer, you will drive the creation of critical consumer facing web pages, email designs, and other digital creative to help us connect with customers and grow the service. Your work will help ensure high quality graphic standards and brand consistency for UP Faith & Family across various online channels. You will have a passion for staying on top of tech trends and experimenting with and learning new technologies to deliver intuitive experiences for our viewers and our valued subscribers. This role is a mix of hands-on coding and development and website design. The position operates in hybrid in-office/work-from-home environment.

Essential Responsibilities

- Design, develop, test, and debug responsive web and mobile websites for multiple brands within UP Entertainment using JavaScript, HTML5, and CSS3.
- Ensure consistency in designs and content across website. Transform wireframes into intuitive user interfaces and design engaging and responsive landing pages.
- Provide guidance on the aesthetics for campaigns, projects, and promotions.
- Collaborate cross functionally to improve usability and implement A/B testing via Google Optimize, Optimizely, or other optimization tools.
- Experience with server-side programming languages (PHP and/or Python).
- Experience with handling first-party and data privacy.
- Experience with design frameworks (proficiency in Twitter Bootstrap or Foundation is a plus).
- Experience with cross-platforms (proficiency in Ionic and React is a plus).
- Optimize websites for maximum speed.
- Design mobile-based features.

Education and Experience

- Minimum 2 years of web design and development experience (designing and building webpages).
- Bachelors or associates degree in web design, marketing, or related discipline a plus.

Skills

- Proficiency in JavaScript, HTML5, and CSS3 is required.
- Must be well-organized, analytical and detail oriented, with ability to multi-task in a service/client-oriented atmosphere.
- Must be willing to take ownership of projects, with ability to prioritize, meet deadlines and balance multiple people and projects simultaneously with minimal supervision.
- Must have excellent interpersonal skills, excellent written and oral communication skills, ability to work independently and as part of a team.
- Must be solution-oriented, with creative problem-solving skills and an ability to trouble shoot in a fast-paced environment.
- Must be able to maintain composure and professionalism under pressure and under deadlines.

Supervisory Responsibilities

This job currently has no supervisory responsibilities.

Other

This is a hybrid job role, with a combination of telecommuting workdays and in-office workdays. The Company has a policy that requires employees who enter our offices be fully vaccinated against COVID-19. Our policy is subject to and complies with applicable law.

Apply for this position online at

<https://app.trinethire.com/companies/183-up-tv-aspire-tv/jobs/70234-interactive-web-designer>