



## Job Posting | Web Specialist

Lawn Equipment Parts Company (LEPCO) is seeking an energetic and detail-oriented individual for a full-time Web Specialist position. The successful candidate will work closely with the marketing and sales departments to continuously develop and maintain both company websites (.com and ecommerce). Candidates should be organized with some level of experience in web/digital communications and ecommerce.

LEPCO is a full-service distributor with a variety of turn-key programming to foster dealer growth. This role will be focused on implementing our new ecommerce site, developing online tools and resources for the sales and marketing departments, and expanding digital services to improve the employee/dealer experience.

### Company Background

LEPCO was founded in 1970, specializing in the distribution of quality outdoor power equipment. Located in Marietta, PA, LEPCO has grown to be a top 30 privately held company in South Central Pennsylvania with distribution to dealers in 13 states within the northeast region.

The company prides itself on excellence in customer service to its dealers. Their expert technical service department has been recognized with 13 different industry awards over the past 15 years. Led by an experienced management team, the company is well positioned as a leader in their industry.

### Job Responsibilities (will include but are not limited to):

- Creates, manages, and maintains all content to ensure accuracy
- Maintains dealer resource area on ecommerce website
- Develops web-based resources and tools for sales enablement as well as dealers
- Initiates site audits for content, messaging, and usability
- Monitors all site analytics and metrics and provides recommendations for improvement
- Maintains all digital assets for use in print and web mediums
- Creates graphics and edits images for use on all digital platforms
- Consults with website vendors and site administrators on continued development and improvements
- Actively promotes the LEPCO brand through web communications, social media, and marketing efforts

### Qualifications:

- Experience with Adobe Creative Suite (InDesign, Photoshop, Illustrator), Microsoft Office (Excel primarily)
- The candidate must be a team player with a positive attitude who is a creative thinker and problem solver
- Provides a high level of customer service and support to LEPCO customers
- Ability to work independently while regularly collaborating with co-workers
- Bachelor's degree and/or 2 years of experience in marketing

This position reports to the Marketing Manager. Salary is commensurate upon demonstrated previous performance and experience. A competitive benefits package that includes medical, vision, dental, and other supplemental insurance as well as a 401(k)-retirement savings plan with attractive company match.

To find out more please submit your cover letter and resume to [careers@lepco.com](mailto:careers@lepco.com) by November 9, 2018.

LEPCO is an Equal Opportunity Employer.