

# (Full-Stack) WordPress Developer

Pragmatic Institute is currently seeking a dynamic individual to assist with our digital marketing efforts in 2021 and beyond! The ideal candidate will possess a wide range of skills and 4-6 years of experience in web development. As our Wordpress Developer you'll handle working in both the front and back end of the WP platform. The core focus will be in implementing new features on our sites, maintenance of our current platform and supporting the marketing team with any development based solutions. You'll work directly with our Web Manager and our Marketing Automations Manager to help build and optimize our website and landing page campaigns.

## Responsibilities

- Website development and widget implementation
- Continuous optimizations on site performance
- Monitoring, Maintaining, and updating the site
- Keeping site secure
- Managing hosting, CDN, and server side optimizations
- Implementing SEO changes and UX best practices
- Provide constructive feedback
- Collaborate with designers and other non-dev team members

## Requirements

- 5-6 years of experience in web development on both the front and back end
- 3+ years of experience building themes and plugins for WordPress. You need a solid understanding of WordPress plugin and theme development--that means object-oriented PHP, clean HTML/JavaScript/CSS, and the ability to work around the idiosyncrasies of WP
- Familiarity with page editors like Elementor or Visual Composer
- Strong written and verbal communication skills. You can collaborate effectively in technical and non-technical teams, and you know how to get around a language barrier
- Flexibility with project scope and changing priorities -- you can adapt quickly when needs change

## Bonus Points

If you possess the following knowledge, we'll add in bonus points (however, this knowledge isn't required).

- The ability to hand code a site from scratch without the aid of the WordPress platform.

- Understanding of AFC or JetEngine
- Pixel tracking
- UTM tracking
- Google Tag Manager, Google Analytics