

EMBRASE



Job title:	Wordpress and Web Developer
Starting date:	February, 2021
Position type:	Full time (40 hours/week)
Location:	Montreal (1361 Greene Avenue, with some remote work as arranged with manager.)
Language:	English, with ability to understand basic French

Introduction

The Wordpress and Web Developer designs, programs, and maintains the online presence of conference web properties such as FWD50 and Startupfest. The basic tasks involve building and maintaining the Content Management System (CMS) for these events, but also extending the CMS to make the management of events more efficient and differentiated.

The role involves daily use of task management systems (Slack, Wrike) and handling inquiries from the event team related to the website, as well as participating in 1-2 meetings a week either in person at Embrase offices or via video/audioconference.

Requirements

To do this job successfully, you should have:

- An understanding of Wordpress, including the underlying loop, file structures, custom post types, and how to extend the platform to develop new applications, as well as CSS, MySQL, PHP, and Javascript.
- Ability to scope out relational database schemas, implement them in a relational database, and extend them as new fields and relations emerge.

- An understanding of client- and server-side caching, and networking protocols (TCP/IP, HTTPS/S, DNS) sufficient to troubleshoot issues and design a scalable, resilient, performant, secure working environment.
- Good understanding of accessible design and related web standards.
- Strong organizational skills to manage staging, quality assurance, and the prioritization of fixes and enhancements from a team.
- Proven software design principles, including modular coding, clear documentation, query optimization, data structure design, and efficient code optimization.
- Ability to set up monitoring and analytics tools to measure performance, detect outages, reproduce problems, and report on the health and use of systems.
- Knowledge of Linux operating systems, virtual machines, and other computing concepts such as three-tiered (web/app/database) architectures, docker/Kubernetes, and cloud-native infrastructure design principles.
- Experience with version control (SVN, Github, etc.), backups, and antispam and security tools necessary to protect and update the site and withstand failures.
- Familiarity with the Wordpress plugin ecosystem (Jetpack, WPML, Gravity Forms, etc.); messaging (Mailchimp, Campaign monitor, Twilio, etc.); ticketing/payments (Eventbrite, Tito, Slack, etc.) and web video (WebRTC, RTMP, NDI, etc.)
- Clear communications skills to explain technical designs and obstacles to a non-technical team.

Tasks and responsibilities

You'll have three main jobs: Managing event websites; training others to use what you've built; and creating new functionality atop Wordpress.

1. Database development

Working with a product manager, you will design and maintain the schema of a central RDBMS that tracks people as unique entities, along with their organizations, permissions, and involvement in the many events we run. This database will be used for ticketing, featuring speakers on websites and in promotions, managing customer pipelines, and other common actions throughout the organization.

Once this database is in place, you'll develop a set of web interfaces and microservices to support a number of use cases:

- Adding a proposed partner to the database.
- Reporting on the status of a prospective customer.
- Authenticating an attendee so they can enter a community platform.
- Letting a speaker or sponsor update their profile on a website, with an automated approval process.
- Generating promotional codes for partners.
- Automating the Call for Proposals process for events.
- Etc.

2. Website management

You'll work as part of a team that handles all aspects of an event from initial branding and launch to speaker, sponsor, and ticketholder management. Each event will have pre-launch, live, and post-event versions you'll update and make live over the course of an event.

You'll also work with designers to turn image and video assets from initial concept to active site that renders correctly across mobile, tablet, and desktop clients. You will create simple interfaces and automated processes to reduce the time the content and sales team spends updating documents, and the human error that can result from such work.

You'll document and troubleshooting these processes, ultimately creating Wrike templates that can be followed without errors, possibly with the creation of custom, task-limited CMS interfaces (i.e. updating a speaker using only one simple form, hiding underlying complexity from team members.)

- Adding speakers, sponsors, and partners.
- Embedding tickets
- Setting up mailouts
- Creating and modifying forms
- Preparing assets for upload to Wordpress

3. Custom web development

In addition to launching, running, and archiving the event websites, you'll design new features that make events more efficient and differentiated. Many of these will be new event formats that require supporting technology (a different session layout; audience participation; etc.)

Working environment

While it's impossible to predict exactly how a work-week will happen, your time will likely break down as follows:

- 10% meetings and planning.
- 60% software and database development.
- 20% setting up monitoring, analytics, and documentation.
- 10% testing, DNS/SSL management, infrastructure/Devops changes.

During working hours, you're expected to be generally available on Slack, Wrike, and by phone/videoconference as necessary. With the exception of scheduled meetings, you can work the hours of your choosing.

Other details

Hardware and equipment

You'll provide your own hardware and equipment, including a mobile phone and computer. Any one-time expenses (such as long distance calls, office materials, or travel) must be pre-approved in writing for reimbursement.

Goals

You'll be evaluated according to:

- The speed, quality, and reliability of the website.
- How quickly enhancements are processed and put into production.
- Your ability to clearly spec out, then implement and test, new functionality.
- How well you can shepherd other employees towards the productive use of new technology that makes them more efficient.

Vacations and benefits

This is a full-time position within the province of Quebec. It includes 2 weeks' paid vacation, plus holidays as agreed to by the organization from time to time. During events, you may be expected to be onsite, and should be able to travel on a current passport if necessary.

We have a profit-sharing program in which employees participate according to seniority of position and time with the organization, structured similarly to an option plan. Our goal is for all contributors to an event to benefit from its success in a clear, equitable manner. Further details of such compensation, and additional information on our systems and programs, are available upon completion of appropriate nondisclosure information.

For more information contact: info@embrase.com

Reference websites:

www.embrase.com

www.startupfest.com

www.fwd50.com

www.elevatorworldtour.com

www.scaletechconf.com