seragroup
digital + creative marketing

Web & Marketing Specialist

Location: In-Office (La Porte, IN)
Commitment: Full-Time | 40 hours per week

About Sera Group

Sera Group is an award-winning marketing agency specializing in strategic website design, digital advertising, SEO, and branding for small businesses and nonprofits. We're seeking a versatile, detail-oriented, and proactive Web & Marketing Specialist to lead front-end website design and development, directly engage with clients, and support digital marketing initiatives. This hybrid role blends creative problem-solving with practical digital skills, offering a meaningful opportunity to impact both our internal processes and external client success.

As Sera Group continues to grow, we're adding a dedicated team member to handle website builds, streamline client communication, and enhance our digital marketing effectiveness. This role plays a pivotal part in delivering exceptional websites and marketing support, fostering strong client relationships, and driving our agency's continued success.

What You'll Be Doing

- **Front-End Website Development & Design:** Build responsive WordPress websites using Avada and similar page builders. Collaborate closely with external designers and actively participate in creating and refining design mockups.
- **Client Interaction & Coordination:** Serve as the bridge between clients, our designer, and internal team members. Clearly communicate project timelines, provide regular updates, gather feedback, and ensure alignment throughout the design and development process.
- **Website Maintenance & Client Requests:** Manage website updates, including content adjustments, image replacements, layout changes, and issue troubleshooting to ensure optimal site performance and client satisfaction.
- **SEO Implementation:** Execute on-page SEO strategies, optimizing elements like meta descriptions, headings, alt tags, and site speed to improve search visibility.
- **Analytics & Tracking:** Integrate and manage analytics tools such as Google Analytics 4, Google Tag Manager, and Meta Pixel to track and report on website and campaign performance.

- **Digital Marketing Support:** Collaborate with marketing specialists on campaign setups, content updates, and performance reporting for Google Ads and Facebook Ads.
- **Reporting & Insights:** Develop clear and insightful monthly reports highlighting website analytics, SEO effectiveness, and marketing campaign results.
- **Operational Improvements:** Proactively suggest and implement process improvements to enhance internal workflows, productivity, and digital resource management.

Qualifications We're Looking For

- **Experience:** Preferred 2+ years of experience in website design/development or digital marketing; however, motivated candidates without direct experience are encouraged to apply. Comprehensive training will be provided.
- **Education:** Associate's or Bachelor's Degree in Marketing, Web Design, Communications, or a related field is beneficial but not required. Practical experience and a strong willingness to learn are equally valued.
- **Technical Skills:** Familiarity with WordPress and page builders (Avada, Elementor, WPBakery). Basic understanding of SEO, Google Ads, and Facebook Ads.
- **Problem-Solving & Initiative:** Demonstrated ability to independently solve problems, manage tasks proactively, and see projects through to completion.
- **Communication & Organization:** Strong verbal and written communication skills, capable of effectively engaging clients and collaborating with team members. Excellent organizational skills to manage multiple projects and priorities.
- **Adaptability:** Comfortable working in a fast-paced, dynamic environment, and easily adaptable to changing priorities and deadlines.

Bonus Skills & Experience

While not required, the following skills will strengthen your application:

- **Basic HTML/CSS Knowledge:** Ability to troubleshoot minor website issues and make small code adjustments when needed.
- **Graphic Design Proficiency:** Familiarity with design tools like Canva or Photoshop for creating and editing visual assets.
- **Email Marketing Experience:** Understanding of platforms such as Mailchimp or HubSpot to assist with campaign creation and management.
- **Conversion Optimization Awareness:** Knowledge of landing page best practices and user experience improvements to enhance engagement.

Why Join Sera Group?

- **Collaborative Environment:** Work closely with a supportive, creative team where everyone actively contributes, shares ideas, and helps one another succeed.
- **Professional Growth:** Access ongoing professional development opportunities to enhance your skills and career.
- **Impactful Work:** Directly contribute to meaningful projects that significantly influence client success and agency growth.
- **Award-Winning Team:** Join a respected agency known for delivering outstanding results for local businesses and nonprofits.
- **Community Involvement:** Participate in networking events, chamber dinners, volunteer initiatives, and industry workshops that connect you with local businesses and professionals.