POSITION TITLE: **Web Designer/Front-end Developer**
SALARY: **$55,000 - $60,000**, commensurate with experience
REPORTS TO: Senior Manager, Digital Products
DURATION: Permanent full-time
LOCATION: 2 days on-site at the Earth Rangers Center in Woodbridge ON Canada, 3 days remote
START DATE: Immediately

About Earth Rangers:

Earth Rangers is the kids' conservation organization, committed to instilling environmental knowledge, positivity, and the confidence to take action in every child in Canada. We do this through a suite of free programming that children can participate in at school, at home, and in their communities. All of these programs are educational and engaging – but more importantly, they show children that it's not too late to help the planet and that the things we do today will matter tomorrow.

Founded as a small community organization in 2004, we have since grown to have over 50,000 active members and 300,000 alumni in every Province and Territory.

About the Role:

Are you passionate about wildlife and nature? Do you want to be part of a team on a mission to transform children's concerns about the environment into positive action? Do you strive for pixel perfection, creating beautiful and functional web experiences? If so, we'd love to hear from you!

We're seeking a creative **Web Designer/Front-end Developer** to join our team. Reporting to our Senior Manager of Digital Products, you will manage and design key WordPress properties, including: earthrangers.com, ecoheros.ca, clubs.earthrangers.com, homeroom.earthrangers.com, and theearthrangersshop.com.

We are looking for an experienced professional with a strong portfolio in responsive web design and development, expertise in WordPress and Shopify, and a solid grasp of web best practices and maintenance. You will handle content updates, optimize site performance, and create user-friendly, responsive designs aligned with brand and business goals.

Additionally, you'll enhance the UI/UX of web content in the Earth Rangers App, build new web properties, and maintain existing ones. You'll collaborate across departments to ensure all content follows best practices and aligns with brand objectives.

Key Responsibilities:

- **Website Design & Development:**
  Design, build, and optimize pages across all Earth Rangers web properties. Build and

customize WordPress sites, ensuring full functionality and responsiveness.

- **Content Management & SEO:**
  Manage content updates with cross-team collaboration, ensuring relevance and SEO optimization. Implement tracking and analyze reports to drive strategy.

- **User Experience & Interface Design:**
  Design intuitive interfaces, create wireframes, and conduct usability testing to drive continuous improvement.

- **Technical Solutions:**
  Research, implement, and maintain third-party plugins and solutions to enhance functionality, ensuring security and compatibility.

- **Performance & Technical Maintenance:**
  Monitor site performance, optimize speed, and ensure security. Coordinate with hosting companies to perform regular updates and backups.

- **eCommerce Management:**
  Manage eStore content and Shopify apps, ensuring seamless operation and updates.

Skills & Qualifications:

- 3+ years of experience in designing and building WordPress websites and content management.
- Strong portfolio showcasing past WordPress projects and customizations.
- Expertise in responsive web design, front-end development, and UX/UI principles.
- Familiarity with SEO best practices and performance optimization.
- Basic understanding of Google Analytics, Search Console, and traffic analysis.
- Experience working with project tools such as Jira, and Confluence is an asset
- Prior experience with projects focused on education or kids content is an asset.
- Strong problem-solving skills and the ability to work independently.

Technical Skills:

- Proficiency in WordPress, HTML5, CSS3, JavaScript, and PHP.
- Experience with design tools like Elementor, TagDivComposer, Adobe Suite (XD, Illustrator, and Photoshop), and Figma.
- Familiarity with Shopify apps and eCommerce management.
- Knowledge of animation tools like Rive or other 2D animation software is an asset.
- Experience with testing and bug tracking in app or web settings is an asset.

Soft Skills:

- o Excellent communication and collaboration skills.
- o Strong attention to detail and a sense of pride in ownership.
- o Ability to manage multiple projects simultaneously and meet deadlines.
- o Strong organizational skills, with the ability to prioritize effectively.
- o Self-motivated with a willingness to work both independently and collaboratively.
- o Desire to stay up-to-date with the latest digital trends and technologies.
- o A team player with a teachable attitude.
- o Knowledge of and commitment to continuously improving processes and optimizing assets for performance.

Why work at Earth Rangers?

- Our competitive benefits include medical & dental coverage and life insurance. Full-time employees are eligible for a 5% match to RRSP contributions after one year of service.
- We close at 1pm on summer Fridays and the office shuts down between Christmas and New Year's.
- Access to on-site gym, free parking, and discounted shuttle service to the subway.
- Office staff have the flexibility to work from home three days per week and can tack on remote work to vacation travel with preapproval.
- We are situated at The Kortright Centre, a Toronto and Region Conservation Authority property that consists of a 325-hectare natural oasis of woodlands, walking trails and wildlife.
- We cover the cost of preapproved professional development opportunities like courses, certifications and conferences to help you advance in your career with Earth Rangers.
- We work in a unique office environment where it is not unusual to see animals like Finn the red fox or Koho, the bald eagle stop by your desk.

Earth Rangers is dedicated to fostering a diverse work environment. We will consider all qualified applicants for employment. Applicants that meet the qualifications will be contacted for an interview.

Earth Rangers is committed to accommodating applicants and employees with disabilities. Should you require accommodation or this job description to be available in an accessible format, please advise.

Please send your cover letter and resume to HR@earthrangers.com