



# Full Stack Developer

Highland, IL

**Job Summary:** Responsible for designing, updating, testing, maintaining, and improving content for the entire development stack of Basler Electric's web-based applications and other electronic promotion activities in alignment with the corporate identity and corporate internet strategies. Oversees the creation, production, and maintenance of digital communications and marketing programs that effectively describe and promote Basler Electric and its products.

**Reports to:** Information Systems and Operations Manager

- Essential Duties:**
- Work across the full development stack, building highly scalable solutions that enable positive user experiences and measurable business growth.
  - Programs and structures the corporate website to ensure content is consistent with Basler's overall web strategy.
  - Maintains the website's aesthetic appeal, functionality, and graphics. Keeps the content and look of the website and other electronic promotions fresh and regularly updated. Utilizes internal and external resources as necessary.
  - Ensures the design and content is optimized to aid in search engine optimization (SEO) efforts and increase web traffic.
  - Creates and integrates various databases with website, web-based applications, and other electronic resources. Responsible for database optimization and list maintenance.
  - Serves as liaison with management and other key departments to coordinate web content (text, graphics, etc.) that is consistent with other types of corporate communication activities.
  - Verifies requests and ensures proper access to website is provided to Sales personnel and Basler Representatives.
  - Manages all software used for version control and deployment of each web-based application.
  - In conjunction with the MIS department, manages website servers to keep development services up-to-date and resolve errors.
  - Monitors, analyzes, and reports statistical information pertaining to trends of the corporate website and other electronic promotions. Recommends appropriate adjustments to the corporate web strategy.
  - In conjunction with internal and external resources, assists in researching, developing, launching, and promoting both desktop and mobile applications. Creates and maintains product-specific web-based apps.
  - In conjunction with the Supervisor, updates existing and creates new ISO work instructions to document processes related to the functionality of Basler's websites and other electronic promotional activities.
  - Monitors the websites of authorized representatives to ensure adherence to Corporate identity and up-to-date content. Responsible for documenting findings and working with representatives to correct any issues. This is to be completed annually.





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- Researches and stays current with the latest trends related to electronic promotions, social media, e-commerce, and website development.
- Monitors, analyzes and reports on the functionality of competitors' and other industry related websites for additional ideas to enhance Basler's online presence on a quarterly basis.
- Acts as backup for maintaining the info@basler.com emails and redirects or responds to messages, and provides support as required. Coordinates and distributes activity records as requested.
- Evaluates, specifies and recommends the purchase of software and other tools consistent with corporate objectives.
- Travels to support projects and other job related needs.

### Requirements:

- Minimum Bachelor's Degree in Computer Science or related field with 3-5 years of experience preferred.
- Programming and database skills in VB.net, ASP.net, Microsoft SQL, HTML, HTML5, CSS, Node.js, React, Next.js and JavaScript are essential.
- Familiarity with various version control and deployment tools (e.g. Jenkins, Azure DevOps, Octopus Deploy, PM2, Bonobo Git Server)
- Expertise in network and computer operations, programming, SEO, and responsive design development.
- Proficiency in Windows, Microsoft Office Suite (Word, Excel, Access, PowerPoint, Outlook), Microsoft Visual Studios, Adobe Acrobat, and Google Analytics (Google Analytics Individual Qualification preferred).
- Proven organizational and troubleshooting skills to manage multiple projects and maintain project schedules.
- Excellent written and verbal communication skills.

### Contact:

Basler Electric welcomes employment applications received directly from interested candidates. We prefer that you submit your resume in Microsoft® Word or Adobe® PDF format.

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