



Position: Webmaster
Location: Santa Clara, CA

About the company:

Triangle Software LLC d/b/a Beat the Traffic® is the fastest-growing provider of vehicle traffic reporting solutions for broadcast media. The award-winning solution features 3-D, high-definition animated maps, compelling on-air, on-line and mobile components, lower-third tickers and a one-of-a-kind traffic forecasting system. Acclaimed for its visually-striking graphics, simple setup and user-friendly interface, Beat the Traffic® received the Television Broadcast magazine's Top Innovation Award at the annual NAB trade show. The station-specific, artist-enhanced viewer presentation incorporates industry-leading traffic data providing the highest accuracy and broadest coverage... for breaking news and traffic.

If you have the eye of a designer, a talent for marketing, excellent English writing skills and at least three years web development, we would like to speak to you.

The candidate will:

The Webmaster will work under the general direction of the CEO and:

- Oversee implementation of Beat the Traffic®'s marketing and communications strategies via the websites and email. In conjunction with marketing staff, you will create and implement strategies to drive traffic to Beat the Traffic®'s websites. You will also oversee and manage maintenance of the email databases.
- Update and expand content, and enhance usability of Beat the Traffic®'s websites. You will develop a new CMS to facilitate content changes; create digital assets and organize them in a rational and extensible way. You will be responsible for implementing and enforcing strict SEO/Meta tag guidelines and monitoring organic SERP Progress.
- Monitor, analyze and maintain stat tracking reports.
- Manage projects and relationships with contracted designers & developers.
- Supervise, manage and evaluate department interns as appropriate.

Education/Experience/Skills/Qualifications:

- A Bachelor's degree in computer technology or similar field of study, and at least 3 years experience in web technology and maintenance.
- Required Technical Skills: strong grasp of (X)HTML, CSS, PHP, Standards-based coding, Javascript, Photoshop, Content Management and CRM Systems, proficiency on Windows platform (Mac a plus). Desirable Technical Skills are: Flash, .Net/ASP, Adobe Creative Suite.
- Grasp of effective online marketing strategies, and strong skills in marketing copy writing.
- Proven skills in design, typography and composition; concentration on user interface a plus.
- Excellent organizational skills with a neurotic attention to detail. Capacity to manage multiple projects in a fast-paced environment under pressure of deadlines while maintaining composure and positive professional relationships.
- Experience working effectively in partnership with people of diverse cultural backgrounds.
- Ability to effectively manage using clear direction and open communication. Supervisory experience is a plus.
- Ability to work independently as well as a member of a team.

To Apply:

Email resume, cover letter and salary requirement to [careers123 at beatthetraffic.com](mailto:careers123@beatthetraffic.com)