

## **Background:**

Simon Group Holdings (SGH) is a private equity firm and family office that was established in 1985 with the founding of the Atlas Oil Company. The organization has diverse business interests, including energy solutions, logistics and transportation, technology incubation, fuel supply, real estate, aerospace and defense, oil field services, private equity, and insurance solutions.

## **Job Summary:**

The Simon Group Holdings team is looking for a dynamic individual to service our portfolio of companies, including the Atlas Oil Company. This position would be charged with owning web design and updates, marketing materials, and developing marketing strategies to further the goals of each company.

This position provides a unique experience to work alongside all our business functions including sales, operations, marketing, technology, and back office.

The ideal candidate for this opportunity is highly motivated, customer-oriented and has the desire to grow their career with a winning team! This individual will be asked to service known needs with company websites and marketing materials, but also encouraged to challenge our conventions and continue to grow the effectiveness and improve the processes of the same. Regular and open communication with stakeholders within each company will be critical.

## **Primary Responsibilities:**

- Develop content marketing strategies to drive business goals through engaging and relevant subject matter.
- Serve as administrator for company websites, including updates/maintenance of the same.
- Manage SEO and properly structure websites to be optimized according to industry standards.
- Work closely with leadership to understand each company's vision and define strategies, design requirements and mobile first direction for the business.
- Work with designers and marketing team to help plan promotions and assist with presenting the strongest UX for those offers, focus on site experience and conversion.
- Maintain effective company-wide internal communication to ensure that all relevant company functions are informed of web development activities.
- Work with leadership to develop a relevant company update to showcase the progress going on across companies and continue to innovate with ways to cross collaborate and get to know the people working within our family of companies.
- Create KPI metrics to track successes and progress with development.
- Work in tandem with Digital Brand Specialist to service company needs.

**Required Experience:**

- An undergraduate and/or graduate degree in Computer Science or related field is preferred; a secondary degree in business, communications, or related field (or on-the-job marketing experience) will be strongly considered.
- 5 combined years of Web Development, Product Management, or eCommerce.
- Advanced understanding of Photoshop, Illustrator, Sketch, or InDesign.
- Agility and established track record of dedication to results.
- Deep working knowledge of web analytics.
- Work history and understanding of UX research and design, UI, site architecture, traffic flows, CTR's and customer conversions.
- Experience in the Fuel industry preferred but not required.
- Excellent client service skills.
- Excellent written and verbal communication skills.