

**We handle the marketing, selling, invoicing, admin, equipment, premises and overheads. You do the rest yourself.**

- ✔ Design - often with templates
- ✔ Develop - multiple tools and packages
- ✔ Maintain client sites
- ✔ Logo and graphic design
- ✔ Search engine optimization
- ✔ Email marketing
- ✔ Remote hosting
- ✔ Implement CRM systems for clients

That's right ... you're an unusually **resourceful** individual. Not only are you capable across a wide range of disciplines; but you operate within commercial guidelines.

It's likely that you love **variety** and **autonomy**. Working in a team is probably frustrating to you because no-one else seems to do things to your demanding standards. That's why you'll be our only web guru!

But you're a **realist** too. Clients have budgets, and their ideas of quality and design may not always match yours. However, you are still able to do the best job possible within their constraints, and do so with good **acumen**.

And you will need to **cooperate** with our consultants from other disciplines as well ...

Edensilk ([www.edensilk.com.au](http://www.edensilk.com.au)) is a multidisciplined team of consultants that holistically assists small and medium sized businesses to improve their marketing, selling, customer service and profitability. We need someone **exceptional** who can fit into that equation.

The successful applicant will be full-time as an employee or on contract working exclusively for Edensilk. We will take care of the marketing, selling, invoicing, admin, equipment, premises and overheads ... leaving you free to concentrate on being the web guru on our team.

But understand this ... **we build businesses, not web sites**. So your skills will extend to **eMarketing** and broader systems implementation advice eg **CRM**. You'll help our clients to build and maintain the web elements of their businesses in so far as such elements contribute to the success of their businesses. And your most demanding client is likely to be Edensilk itself!

We understand you're interested in the latest internet tools and technologies; but this job is not going to pay you to play with them and learn them. Like our other consultants, you'll do that in your own time. We're not trying to invent any wheels here. Our clients pay for results; and you'll be expected to deliver your experience with web technologies and their already proven application to business. Of course, some employer paid training can be expected over time.

Based in our Maylands office, the successful applicant can expect some 'client face time' including occasional site visits, so you'll need a current drivers licence and your own vehicle.

This is not a job for a 'back-room-boy' or a 'geek'. You should also be aware that we are not an Apple Mac site. And we are not trying to get into 'print work'.

Some additional skills and attributes that would be well regarded include:

## Web Developer/Designer Plus+++

---

- ✔ Articulate
- ✔ Good telephone manner
- ✔ Well organised
- ✔ Copy writing (not necessary)
- ✔ Touch typing (not necessary)
- ✔ Fun, friendly and cooperative demeanor
- ✔ Time and priority management
- ✔ Sense of urgency, with ability to work to deadlines
- ✔ High standards without limitless perfectionism
- ✔ Needs analysis and proposal development (not necessary)
- ✔ High customer service ethic
- ✔ Preparedness to test everything before release
- ✔ Proactive
- ✔ Capacity for high workloads
- ✔ Ability to cope with less than ideal tools/solutions if preferences can't be commercially justified

In some respects this is like a 'green fields' opportunity; but under an already well established umbrella. We're looking to appoint someone who will help us establish Edensilk as a significant web developer and eMarketer in Perth. Our expertise in winning customers and managing the business side of things now needs your expertise in web technology deployment. If you're the right person, we could be a perfect complement. And once you've proven yourself, you'll be able to share in the proceeds of the success you bring.

If, and only if, you can demonstrate the unusual blend of technical, artistic, interpersonal and commercial attributes we've described above, then please phone Paul Curtis on 08 9271 7661 for a preliminary discussion, or email your CV/Portfolio to [paul.curtis@edensilk.com.au](mailto:paul.curtis@edensilk.com.au)

*PS* We understand we are asking for a lot ... but that's what we deliver to our clients. Are you up to that standard?

*PPS* If you're currently self-employed as a web developer and would like to consider folding your business and client base into Edensilk, then provided you fit the description above, we'd like to hear from you.