

<b>Job Title</b>	Web Lead	<b>Location</b>	Hybrid, Vancouver Island
<b>Salary</b>	\$75,000 - \$90,000	<b>Position Type</b>	Full Time, Permanent

### General Information

Indigenous Marketing Solutions (IMS) is an Indigenous-owned creative agency based on Vancouver Island, BC, owned by Naut'sa mawt Resources Group. We provide a full spectrum of communication, marketing, and creative services to First Nations organizations, government departments, Crown corporations, and non-profits. We also develop and support programs that honour Indigenous voices and positively impact Indigenous peoples.

We are looking for an experienced and motivated Web Lead to join our Creative team. This role leads our web team, oversees the technical delivery of digital solutions for our clients and internal programs, and serves as the primary technical point of contact for web projects. If you are a skilled full-stack developer who values cultural integrity, takes pride in clean and maintainable work, and wants to contribute to meaningful projects for Indigenous communities, we want to hear from you.

### Position Focus

The Web Lead leads the web team at Indigenous Marketing Solutions, overseeing the technical development and delivery of digital solutions for internal and external clients. This role manages the Web Team, maintains technical standards, and serves as the primary technical point of contact for web projects. The Web Lead works within the creative direction set by the Creative Director and Art Director and works directly with the Project Coordinator on project timelines and priorities.

### Core Responsibilities

#### *Team Leadership and Operations*

- Lead and manage the web team, providing direction and support to the Web Developer and Graphic Designer (UX/UI) on project execution and professional development.
- Mentor team members to improve technical efficiency, quality, and skills through regular reviews, knowledge sharing, and hands-on guidance.
- Review and quality-assure the team's technical work, ensuring that designs and direction from the Creative Director and Art Director are executed accurately and to standard.
- Establish and maintain team workflows, coding standards, and development processes to ensure consistency across all web projects.
- Work directly with the Project Coordinator on project scheduling, timelines, and priorities, flagging capacity or technical issues early.
- Identify opportunities to improve team efficiency through tools, automation, templates, or process improvements.

#### *Full-Stack Web Development*

- Perform hands-on development work alongside the Web Developer on client and internal projects, building and customizing websites using current web development technologies and content management platforms.
- Maintain and develop back-end logic, server-side configurations, content management system customizations, and database integrations as required.
- Translate design mockups and wireframes provided by the Graphic Designer (UX/UI) into clean, maintainable front-end code.
- Maintain web servers and related infrastructure, staying current with industry trends, technologies, and security best practices.
- Write clean, scalable, and well-documented code and ensure the same standards are upheld across the team.

#### *Client Relations and Project Management*

- Serve as the primary technical point of contact for web clients, gathering requirements, providing technical guidance, presenting work, and ensuring client satisfaction throughout the project lifecycle.
- Translate client requirements into actionable technical briefs for the web team, ensuring clear understanding of scope, constraints, and expectations.
- Participate in client discovery, onboarding, and launch meetings, representing the web team professionally.
- Accept and apply feedback from the Creative Director, Art Director, and clients throughout the project cycle, escalating scope or strategic decisions to the Creative Director as needed.

#### *Quality Assurance and Technical Standards*

- Conduct comprehensive cross-browser and cross-device testing to ensure consistent functionality, layout, and performance.
- Optimize websites for speed and performance using current best practices.
- Troubleshoot and resolve front-end and back-end bugs, display issues, and technical problems efficiently.
- Maintain current accessibility standards across all web projects and enforce these standards across the team.
- Provide ongoing maintenance, updates, and support for live client sites.

#### **Education and Experience**

We recognize that candidates may bring diverse combinations of education and experience. We encourage applicants who meet most qualifications to apply.

- Post-secondary education in web development, computer science, interactive media, or a related field, or equivalent professional experience.



- 3 to 5 years of experience in full-stack web development, including hands-on work with front-end and back-end technologies.
- Experience leading or mentoring a small technical team is an asset.
- Experience working with First Nations organizations or an Indigenous-owned organization is an asset.

## **Knowledge, Skills and Abilities**

### *Technical Skills*

- Proficiency in HTML, CSS, and JavaScript, including modern frameworks and libraries.
- Strong experience with content management platforms, including theme customization and plugin development.
- Experience with back-end development, server-side logic, and database integrations.
- Familiarity with web hosting, server management, and security best practices.
- Experience with UX/UI principles and the ability to translate design files into accurate front-end code.
- Understanding of web accessibility standards (WCAG) and performance optimization techniques.

### *Professional Skills*

- Strong organizational skills with the ability to manage multiple projects and shifting priorities.
- Clear and professional communication skills, including the ability to explain technical concepts to non-technical stakeholders.
- A collaborative approach to working within a creative team environment.
- Strong attention to detail and a commitment to delivering high-quality, well-documented work.

### *Personal Attributes*

- Respect for Indigenous cultures, communities, and governance systems.
- Cultural humility and a relational approach to working with Indigenous clients and communities.
- Adaptable and comfortable working across varied projects and initiatives.
- Self-directed and accountable in a remote work environment.

## **Additional Requirements**

- This is a Hybrid position. Candidates must be based in Vancouver Island British Columbia, Canada.
- Occasional availability for team meetings and client calls across Pacific Time business hours is required.
- Indigenous candidates are encouraged to apply. Preference may be given to qualified Indigenous applicants.



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### **What We Offer**

- Meaningful work supporting Indigenous communities, organizations, and programs.
- A collaborative, values-driven team environment.
- Competitive salary commensurate with experience.
- Health benefits after a three-month probationary period.
- Opportunities for professional growth within a growing Indigenous-owned agency.

### **How to Apply**

IMS welcomes applications from candidates committed to delivering high-quality digital work in support of Indigenous communities and organizations. Preference may be given to qualified Indigenous applicants.

Please submit a cover letter outlining your interest and relevant experience, an updated resume, and a portfolio or examples of recent web projects.

**Deadline to apply:** May 30, 2026

**Email to:** Colleen Moyles, [colleen@indigenoumarketing.ca](mailto:colleen@indigenoumarketing.ca)