POSITION DESCRIPTION

Role: Web Developer
Location: Work from home
Type: Full time
Reports to: Managing Director

Overview:

Flipside Group is looking for a talented and adaptable Web Developer to join our team. This role is responsible for building, maintaining, and optimising websites for both clients and internal projects. While the primary focus will be on HubSpot CMS, the developer may also work with other platforms such as WordPress and custom-built solutions, depending on client needs.

The ideal candidate is a problem solver with a strong technical skill set, a keen eye for detail, and the ability to work collaboratively with designers, marketers, and clients to bring digital experiences to life. Beyond website development, the role may involve deeper work within HubSpot's ecosystem, including creating and optimising email templates, implementing HubDB for dynamic content, and configuring workflows to support marketing automation and CRM integration.

KEY RESPONSIBILITIES

CLIENT WORK

- Develop, customise, and maintain websites, primarily using HubSpot CMS but also on other platforms (e.g., WordPress or other custom CMS solutions) based on client requirements.
- Work closely with project managers and designers to translate UI/UX designs into functional and responsive websites.
- Ensure best practices in web development, including performance optimisation, SEO, accessibility, and security.
- Implement integrations with third-party tools, APIs, and CRM systems as needed.
- Troubleshoot and resolve issues on client websites, ensuring a smooth user experience.
- Provide technical guidance and support to clients where necessary.
- Provide ongoing HubSpot support and optimisation recommendations post-implementation as required.

INTERNAL PROJECTS

- Support Flipside Group's internal digital projects, including enhancements to the company website and tools.
- Contribute to the evaluation and adoption of new technologies that align with business needs.

SKILLS & EXPERIENCE

- Strong proficiency in HTML, CSS, JavaScript, and modern frontend frameworks.
- Experience developing websites on HubSpot CMS and familiarity with HubSpot's modules, themes, automations, templates, HubDB, and APIs.
- Knowledge of other CMS platforms such as WordPress, including theme customisation, plugin development, and performance optimisation.
- Understanding of SEO best practices, web accessibility, and responsive design principles.

- Ability to troubleshoot, debug, and optimise web performance.
- Strong problem-solving skills and ability to work independently or in a team setting.
- Understanding of CRM integrations and marketing automation.
- Basic knowledge of design tools like Figma or Adobe XD.

WHO IS FLIPSIDE GROUP?

Flipside Group is a team of business strategists, consultants, and digital specialists focused on helping organisations navigate growth. We work with businesses and create tailored strategies to streamline processes, integrate technology, and build sustainable systems that drive long-term success.

Our expertise spans digital transformation, process automation, and data-driven decision-making, allowing businesses to scale efficiently while maintaining operational clarity.

We believe in pragmatic solutions, continuous learning, and delivering tangible results that contribute to sustainable business growth.

Vision

To be a trusted partner for growth-focused businesses, known for delivering practical, high-impact solutions.

Mission

Guiding growing businesses through change - aligning people, processes, and technology to build scalable systems and lasting value.

www.flipsidegroup.com.au