

HEARTBEAT INTERNATIONAL

Job Description

JOB TITLE: Website Success Specialist
CLASSIFICATION: Part-time, 30 hours per week; Non-exempt
DEPARTMENT: Extend Web Services/Ministry Solutions
REPORTS TO: Manager, Extend Web Services
REMOTE STATUS: Position can be performed remotely

SUMMARY

The Website Success Specialist serves as the primary relationship owner for website customers throughout the website lifecycle. This role combines customer success, project coordination, and website implementation to ensure customers receive high-quality website experience from onboarding through long-term support. All activities/functions of this position are to be consistent with and in support of Heartbeat's pro-life mission and vision and Christian core beliefs and core operational values.

RESPONSIBILITIES

1. Create and customize websites using WordPress and Divi AI Builder.
2. Guide customers through website setup, revisions, approvals, and launch.
3. Serve as the primary relationship contact for website customers.
4. Fulfill website edit requests and assist with website-related support tickets.
5. Coordinate project timelines and communicate progress to customers.
6. Ensure websites meet established quality, branding, accessibility, and functionality standards.
7. Conduct post-launch follow-up and proactive customer outreach.
8. Build and maintain positive customer relationships that strengthen retention and satisfaction.
9. Identify customer needs and connect customers with additional resources, products, or services when appropriate.
10. Collaborate with customer support, web specialists, advertising specialists, design specialists, and leadership to improve customer experience and project outcomes.
11. Assist with other related projects as assigned by the supervisor.

Supervision (Received/Exercised)

Work is performed independently with periodic review. Organize work and set priorities based on schedule, office policies and procedures, and supervisor. Supervisor regularly reviews non-routine work and periodically reviews routine work.

QUALIFICATIONS

Required/strongly preferred.

1. 1-2 years' experience with WordPress and page builders (Divi experience is ideal but any visual builder experience can translate to the work).
2. Strong written and verbal communication skills. Ability to write clear emails, explain technical information in a non-technical language, and navigate client conversations with care, poise, and professionalism.
3. Ability to manage multiple projects and deadlines simultaneously.
4. Precision, attention to detail, and quality control essential for careful review of AI-generated sites.
5. Good interpersonal skills for working cooperatively with staff, Board, customers, other organizations, and public, and treat others with respect, honesty, and integrity, working towards Christian (scripture-based) peace and unity.

6. A willingness and desire to work as a team to serve callers and other Heartbeat constituencies, including other Heartbeat staff.
7. Ability and willingness to demonstrate commitment to HBI's mission, vision, core operational values, and core beliefs in the execution of position responsibilities.
8. A willingness to share the gospel of Jesus Christ by word and example to encourage affiliates, staff, and others and to contribute to an office environment conducive to supporting HBI's Christian ministry of life.

Preferred but not required.

1. Prior experience in customer success, account management, or client-facing project coordination.
2. Experience in the pro-life movement is a plus.
3. Familiarity with ticketing systems and project management tools (in particular WHMCS or similar system).
4. Basic understanding of DNS, domains, and web hosting concepts.
5. Experience with image editing or basic design tools to facilitate smaller update requests where indicated.