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Job Title: Marketing & AI Web Developer/Technologist
Department: Marketing 109
Reports to: Chief Marketing Officer
FLSA Status: Exempt
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SUMMARY: FLOE International is seeking a forward-thinking Marketing & AI Web Developer / Technologist to lead and support the company's digital presence across FLOE, Varatti, and related brands. This role combines modern web development, SEO/GEO strategy, AI-driven automation, and digital marketing technology to create high-performing websites and scalable digital systems.

This position is ideal for someone who enjoys both creative and technical problem-solving—someone who can design and improve web experiences while also leveraging AI, automation, APIs, and analytics to drive performance and visibility. The ideal candidate is passionate about emerging technologies, understands how search and AI platforms discover content, and is motivated to build systems that continuously improve.

Website Development & Digital Experience

- Design, build, and maintain modern, high-performing websites that reflect the FLOE and Varatti brands
- Own the web experience from concept and UX through development, deployment, and optimization
- Improve website speed, SEO, accessibility, responsiveness, and overall user experience
- Manage and optimize CMS platforms and digital infrastructure
- Modify page-level HTML, CSS, and structured content to improve readability, indexing, and search visibility
- Support product storytelling across docks, lifts, trailers, and Varatti boats
- Work closely with marketing, product, and sales teams to support campaigns, dealer needs, and product launches

SEO, GEO & Search Optimization

- Update and maintain JSON-LD schema and structured data across all web properties
- Audit websites for schema compliance, crawlability, indexing issues, and search engine requirements
- Monitor and manage Google Search Console and related SEO tools
- Improve website structure and content for both traditional SEO and AI-driven search platforms (GEO)
- Recommend content and technical improvements based on competitive analysis and search performance
- Track keyword rankings, content gaps, and market positioning

AI Tools, Automation & Emerging Technology

- Use AI tools such as ChatGPT, Gemini, GitHub Copilot, Midjourney, Veo, and related platforms to improve workflows and productivity
- Develop AI-assisted workflows for research, reporting, summarization, and content generation
- Assist in building autonomous agents and automation systems for monitoring competitor activity and search trends
- Design and refine prompts and prompt chains for consistent, high-quality outputs
- Test and evaluate emerging AI tools, frameworks, and automation platforms

- Track and report on both traditional web traffic and AI-driven traffic sources
- Maintain in-depth knowledge of industry trends, tools, and best practices

Development, Integrations & Technical Support

- Write Python scripts and automation utilities to support reporting, data collection, and workflow efficiency
- Work with APIs to integrate marketing, analytics, CRM, dealer portals, and product systems
- Support scalable content systems and smart integrations that strengthen FLOE's digital presence
- Document workflows, scripts, automation systems, and technical processes
- Continuously test, refine, and improve digital performance based on user behavior and analytics

Competitive Research & Reporting

- Conduct competitor analysis using tools such as SEMrush and related platforms
- Research industry trends, search visibility, and digital performance opportunities
- Prepare concise reports with actionable recommendations for leadership
- Stay current with evolving web technologies, AI trends, and digital best practices without chasing low-value trends

Required Skills & Qualifications

- Degree in Web Development, Computer Science, Marketing Technology, Information Systems, Data Analytics, or related field (or equivalent experience)
- Experience designing and developing websites using modern CMS platforms (WordPress, headless CMS, etc.)
- Basic to intermediate experience with HTML, CSS, APIs, and structured data
- Experience or strong interest in AI, automation, and emerging digital technologies
- Familiarity with SEO fundamentals, structured data, and search optimization principles
- Understanding of prompt engineering and AI-assisted workflows
- Basic Python programming or scripting experience
- Strong analytical thinking and attention to detail
- Strong written and verbal communication skills
- Ability to manage multiple projects independently while collaborating across teams
- A self-starter who thrives in fast-paced, agile environments and is passionate about technical growth

Preferred Qualifications

- Experience with Google Search Console, SEMrush, or related SEO tools
- Experience using AI APIs or automation frameworks
- Familiarity with Git or version control systems
- Understanding of UX/UI best practices and performance optimization
- Experience integrating CRM, analytics, or product data systems
- Exposure to AI-assisted coding and automation workflows

Work Environment & What You'll Gain

- Real ownership and direct impact on FLOE and Varatti's digital presence
- Hands-on experience with production websites, automation systems, and AI-driven workflows
- Opportunity to help shape the digital strategy of a growing premium brand
- Exposure to advanced SEO, GEO, AI tooling, APIs, and competitive analysis
- Collaborative environment focused on practical thinking, innovation, and continuous improvement
- Opportunity to build systems that scale and create measurable business impact

FLOE International reserves the right to make changes to this job description without notice, as required to meet changing organizational and production needs.