



CAREER OPPORTUNITY ANNOUNCEMENT

Rocky Brands, Inc. [NASDAQ: RCKY] designs, develops, manufactures and markets premium quality Outdoor, Work, Western, Duty and Military footwear as well as Outdoor and Work apparel and accessories. The Rocky Brands family of brands includes owned brands ROCKY, GEORGIA BOOT, DURANGO, LEHIGH, CREATIVE RECREATION and the licensed brand MICHELIN Footwear.

Job Title: Front End Developer – Creative Recreation

Posting Date: July 26, 2017

Location: Nelsonville, OH

Individuals with disabilities seeking reasonable accommodations during the application process should contact the Human Resources Department at 740-753-9100 extension 2607.

POSITION SUMMARY:

To perform the job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Duties and responsibilities include the following, other duties may be assigned: Envision and develop front end experiences for all Company websites. Innovate UX concepts, generate storyboards, conceptualize designs, influence the visual design aspect of all digital products and lead initiatives for improving user experience on all Company properties using behavioral data and mobile-first best practices.

A well-qualified candidate will possess:

- Bachelor's degree (B. A.) from four-year College or university; or one to two years related experience and/or training; or equivalent combination of education and experience.
- Advanced skill level in Photoshop, Illustrator, HTML Editors, Mac and/or PC Skills (work environment PC), and an understanding of social media and new internet technologies. Familiarity with web usability standards, best practices and implementation.
- Required Programming Languages: HTML/CSS (not WYSIWYG editors).
- Preferred Programming Languages: JQuery or JavaScript, PHP, HTML Email.
- Experience in developing and enhancing CMS based e-Commerce websites using best practices.

TO APPLY FOR THIS POSITION:

Complete an application at <http://www.rockybrands.com/careers>

An EEO / AA Employer – M/F/vets/disability

Rocky Brands, Inc. is committed to the principles of equal employment opportunity and is committed to making employment decisions based on merit. We are committed to complying with Federal, State and local laws providing equal employment opportunities, as well as all laws related to terms and conditions of employment. This company desires to keep a work environment free of sexual harassment or discrimination based on race, religion, ethnicity, national origin, sexual orientation, gender identity, physical and mental disability, marital status, age and any other status protected by Federal, State or local laws.

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