

# Director of Engineering

Videofruit LLC

## Outcomes:

## Ratings and Comments:

1. Has the programming and project management skills to take Slingshot from a solid v0.1 to a full blown v1.0 by the end of 2017 (increase success rate by X%).
  - a. This includes building the following features
    - i. User role management
    - ii. Multi user login
    - iii. External messaging system
    - iv. Internal messaging system
    - v. Sales tracking
    - vi. Overall UI and UX enhancements
    - vii. ESP integrated templates
    - viii. New onboarding workflow
2. Has the base skillset to look at an app like SmartBribe, assess the admin backend, have a conversation with the VP of Product and quickly create a low-fi wireframe and code a more efficient version of the existing workflow.
3. Base level ability to hear what the VF team is describing (feature, problem etc) and interpret what is needed (might not look exactly like what we described but it solves the root problem - because you get the root problem) #listeningforintent
  - a. Example: If support has a recurring problem with the installation of a sales campaign in Slingshot, the 'surface level' answer might be to do X. But after deeply listening to the complaint and knowing the goal of the user you determine to build Y.
4. Has the overall domain knowledge and ability to take a set of detailed mockups and instructions and in less than 24 hours turn those into a fully functional prototype
  - a. Example: 24 hour challenge (include specs)
  - b. This carries over to new features for existing products as well (turn a 15 minute conversation, wireframe and scope doc and code/implement)
5. Adaptable enough to jump into our existing code bases and work within them
  - a. Ruby on Rails
  - b. API Integrations
  - c. Javascript / HTML / CSS
  - d. Light Ajax

6. Can properly project manage a project through completion and not get lost in their own world and lose the team along the way
  - a. Includes: looking at the project overall, roadmapping (with help of VP of Product) the major milestones along the way, properly time estimating each major component and then systematically working through each element. Agile focused.
7. Knows HTML / CSS and API integrations well enough to lead the full design and tech upgrade of 10ksubs in Q2 of 2017 (Wordpress)
8. Work with VP of Product to develop the engineering team by end of year 2017
9. Effectively lead and manage an engineering team whose members are energized and highly-engaged and whose software products wow its users.
10. Help develop a thorough testing methodology that the team could carry out to test all feature enhancements and new software products prior to deployment.
11. Create and maintain architectural, business-and code-level documentation of software assets. *Ensure Videofruit is prepared at all times with appropriate software documentation so as to reduce dependence upon "head knowledge."*
12. Spend 10% of your time working with Support and give timely and friendly responses to assigned tickets and inquiries (Tier 3)

#### **Key Performance Indicators:**

1. Success rate of Slingshot customers
2. Team stress level around new feature deployments (low ticket rate etc.)
3. Percentage of software development-related goals achieved.
4. Software bugs per quarter.
5. % of documentation completion

#### **Competencies:**

1. Strong creative and analytical thinking skills.
2. Experience leading and executing development of Web-based solutions including Wordpress, Ruby on Rails, HTML, CSS and Javascript.
3. Responsive and flexible to incoming requests.

4. Personable, comfortable and effective communicating with both business and technical personnel.
5. Comfortable working in a partially or fully distributed team with limited direction.
6. Goal-oriented, self-driven, with strong internal motivation.
7. Capable and devoted to creating solid documentation of work.
8. Be perceived by team members as a trusted adviser and business vision enabler.