

UNIVERSITY OF DERBY
JOB DESCRIPTION

JOB TITLE	Junior Web Developer		
DEPARTMENT / COLLEGE	Marketing		
LOCATION	Kedleston Road		
JOB NUMBER	0707-17	SALARY	£19,271 - £20,819 per annum
REPORTS TO	Senior Web Developer		

Role Summary

Purpose / Objectives

The Junior Web Developer's role is to support website activity in relation to the University's ambitious marketing strategy. This role reports to the Senior Web Developer in the Digital Marketing Team.

With a strong emphasis on student recruitment, customer experience and brand promotion, the remit of the role includes:

- assist with building, developing and maintaining websites, ensuring compatibility with a range of browsers and devices
- client- and server-side development
- supporting technical and functional requirements and processes
- planning tasks and meeting deadlines
- supporting the implementation of digital activity to support marketing strategy
- supporting the training of others on content management systems.

Key relationships: this role requires working closely with the CRM, Campaigns, Design, Publications and College Marketing Teams as well as the digital marketing agency. In addition, good relationships with IT and other digital stakeholder departments are vital.

Principal Accountabilities

Website Development

- Carry out website development by working with internal teams and external suppliers
- Coordinate a wide range of tasks from small-scale updates to supporting new website implementation

- Help maintain and develop content management systems
- Help create technical solutions to support other functions such as CRM and mobile apps
- Be a first point of contact for website issues/support
- Support the coordination web editors' work-flows and permissions
- Support the training of web editors on the CMS and any relevant bespoke functionality
- Support the testing of new and existing functionality

Continuous improvement

- Produce analytics reports to monitor performance and inform development of the websites
- Support the training of web editors to use and interpret website analytics for marketing purposes
- Implement basic search engine optimisation techniques
- Liaise with the Digital Systems Officer to help improve internal systems and processes
- Support the creation of technical and user documentation for key functionality and where necessary provide basic training to end users

Marketing and CRM

1. Support key functions such as the preparation of data for CRM tools
2. Assist the Marketing team with any other marketing activities that require web support

Person Specification

1. Essential Criteria

• Qualifications

- Educated to degree level or equivalent, or demonstrable relevant experience

• Experience

- Experience of providing digital solution suggestions to solve problems in a timely manner
- Experience of delivering basic training
- Basic knowledge of Search Engine Optimisation
- Experience of using analytics to aid improvements
- Awareness of some current digital marketing trends
- Experience of working on multiple tasks at the same time and meeting deadlines

• Skills, knowledge and abilities

- Knowledge of responsive, cross-browser compatibility
- Knowledge of website usability and accessibility
- Experience of working in a role requiring front-end development as well as some basic back-end,

server-side programming

- Experience of working on multiple web development tasks at the same time
- Experience of HTML5 and an appropriate range of other programming languages such as CSS, JavaScript and PHP

• **Business requirements**

- Ability to organise own tasks and good administration skills
- Good time management skills: ability to identify and manage priorities, work on a number of tasks at the same time and meet tight deadlines
- Ability to work on own initiative as well as part of a team
- Very good verbal and written communication skills with the ability to simplify and explain basic technical concepts
- An approachable team member, you will have good interpersonal skills, working well with a wide variety of levels and teams across the organization
- Ability to stay focused when working to deadlines etc
- Positive attitude, pro-active thinker and solutions provider
- Flexible approach to working hours i.e. late working and/or supporting Open Days at weekend

2. Desirable Criteria

• **Experience**

- Experience of supporting integrated digital marketing campaigns
- Experience of working with CRM systems to support marketing activity
- Experience of implementing brand guidelines
- Experience of working with external suppliers, design and marketing teams to implement digital projects
- Awareness of legal guidelines including data protection and copyright
- Awareness of accessibility standards
- Experience of working to corporate guidelines including house style
- Experience of working on projects with more than one content contributor, design teams and external agencies

• **Skills, knowledge and abilities**

- Maintenance of CMS platforms (TerminalFour experience desirable)

Benefits

As well as competitive pay scales, we offer generous holiday entitlement. We also offer opportunities for further salary progression based on performance, and the opportunity to join a contributory pension scheme.

For more information on the benefits of working at the University of Derby go to

<https://jobs.derby.ac.uk/display.aspx?id=1912&pid=0&tabId=230>