

UNIVERSITY OF DERBY

JOB DESCRIPTION

JOB TITLE	Web Developer		
DEPARTMENT / COLLEGE	Marketing		
LOCATION	Kedleston Road		
JOB NUMBER	0948-17	SALARY	£26,498 to £29,131 per annum
REPORTS TO	Senior Web Developer		

Role Summary

Purpose / Objectives

The Web Developer's role is to support website development activity in relation to the University's ambitious marketing strategy. This role reports into 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:

- 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 development projects and meeting delivery deadlines
- supporting the implementation of digital activity to support marketing strategy
- supporting the advanced level training of others on content management systems.

Key relationships: this role requires working closely with the 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

- Develop innovative, high quality technical web solutions by working with internal teams and external suppliers
- Manage a wide range of development projects from small-scale updates to owning large projects to develop new functionality
- Play a key role in the development and ongoing maintenance of the University website

- Maintain and contribute to development of a number of content management systems
- Help create technical solutions to support other functions such as CRM and mobile apps
- Be a first point of contact for technical website issues/support
- Manage and support the web editors' work-flows and permissions
- Support the training of web editors on the CMS and any relevant bespoke functionality
- Manage the testing of new and existing functionality
- Implement search engine optimisation techniques throughout all development work.

Continuous improvement

- Develop your own technical specialisms
- Research new technologies and ways of delivering projects and feed this into the team
- Maintain and champion high quality technical standards for all team outputs
- Produce analytics reports to monitor performance and use insight to provide insights to help inform web developments/improvements
- Support the training of web editors in delivery of training, championing best practice and knowledge sharing
- 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

- Support key functions such as the preparation of data for CRM tools
- Build a good understanding of relevant legislation such as GDPR,
- 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 at least 2 years demonstrable on-the-job experience of web development

• Experience

- Experience of providing digital solution suggestions to solve problems in a timely manner
- Experience of delivering basic training
- Knowledge of Search Engine Optimisation
- Experience of using analytics to aid improvements
- Awareness of 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
- A dedication of coding excellence and continuous personal development
- 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>