

**University of Derby Job Description**

# **Job Summary**

## **Job Title**

Web Developer

## **College/Department**

Marketing and Communications

## **Location**

Kedleston Road, Derby, DE22 1GB

## **Job Reference Number**

0337-21-R

## **Salary**

£28,120 to £30,914 per annum

## **Reports To**

Senior Web Developer

## **Line Management Responsibility**

No

# **Job Description and Person Specification**

## **Role Summary**

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

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

## **Principal Accountabilities**

The post is based in a very busy Digital Marketing Team at the University, responsible for supporting the marketing and recruitment activities of the Brand and Product Teams.

**Website Development**

1. Develop innovative, high quality technical web solutions by working with internal teams and external suppliers.
2. Manage a wide range of development projects from small-scale updates to owning large projects to develop new functionality.
3. Play a key role in the development and ongoing maintenance of the University website.
4. Maintain and contribute to development of a number of content management systems.
5. Help create technical solutions to support other functions such as CRM
6. Be a first point of contact for technical website issues/support.
7. Manage the testing of new and existing functionality.
8. Implement search engine optimisation techniques throughout all development work.

**Continuous improvement**

1. Develop your own technical specialisms.
2. Research new technologies and ways of delivering projects and feed this into the team.
3. Maintain and champion high quality technical standards for all team outputs.
4. Produce analytics reports to monitor performance and use insight to provide insights to help inform web developments/improvements.
5. Liaise with the Digital Systems Officer to help improve internal systems and processes.
6. 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. Build a good understanding of relevant legislation such as GDPR.
3. Assist the Marketing team with any other marketing activities that require web support.

**Other**

1. Undertake any other reasonable duties within the overall Marketing function, commensurate with the grading and level of responsibility of the role. This will include assisting at events such as on-campus and off-campus recruitment events and graduation.
2. Adopt a professional approach in understanding and responding to client and customer needs.
3. Act with due regard to Health and Safety. Adopt the University’s Core Values and Behaviours.

## **Person Specification**

### **Essential Criteria**

#### **Qualifications**

* Educated to degree level or equivalent, or demonstrable on-the-job experience of web development

#### **Experience**

* Experience of providing digital solution suggestions to solve problems in a timely manner
* Experience of working on multiple tasks at the same time and meeting deadlines
* Experience of HTML5, CSS 3 and JavaScript
* Experience of working in a role requiring front-end development as well as some basic back-end, server-side programming

#### **Skills, knowledge and abilities**

* Knowledge of responsive, cross-browser compatibility
* A dedication to coding excellence and continuous personal development
* Knowledge of Search Engine Optimisation
* 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
* Good interpersonal skills, working well with a wide variety of levels and teams across the organisation
* Positive attitude, pro-active thinker, and solutions provider

#### **Business requirements**

* Flexible approach to working hours e.g. supporting Open Days

### **Desirable Criteria**

#### **Experience**

* Experience of using analytics to aid improvements
* Experience with Git or similar version control systems
* Experience of using task runners like Grunt, Gulp, Webpack
* Experience with SCSS

#### **Skills, knowledge and abilities**

* Maintenance of CMS platforms
* Awareness of legal guidelines including data protection and copyright
* Awareness of accessibility standards
* Knowledge of server-side languages, e.g. PHP
* Awareness of digital marketing trends

# **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.

The University of Derby is committed to promoting equality, diversity and inclusion. However you identify, we actively celebrate the knowledge, experience and talents each person brings

For more information on the benefits of working at the University of Derby go to [the Benefit pages of our website.](https://jobs.derby.ac.uk/display.aspx?id=1912&pid=0&tabId=230)