
TITLE: Web Developer, Tower Hamlets Campus
(Initial 12 month contract role with possibility of extension)

GRADE: Scale 7

RESPONSIBLE TO: Group Head of Marketing and Communications

PURPOSE OF JOB:

- To work closely with the Group Head of Marketing and Communications and other colleagues to create positive user experiences on the college group websites
- Work with the Group Head of Marketing and Communications to build, develop and maintain new public facing websites for New City College and its associated 'spin-off' businesses
- Work with external suppliers including designers, digital marketing agencies, web developers and other agencies to achieve and deliver positive user experiences

MAIN TASKS AND RESPONSIBILITIES:

1. In common with all other staff:

- 1.1 To support the College's mission, vision, values and strategic objectives;
- 1.2 To implement the College's equal opportunities policies and to work actively to overcome discrimination on grounds of race, sex, disability, sexuality, age or status in the College's services.
- 1.3 To take responsibility for one's own professional development and participate in relevant internal and external activities.
- 1.4 To implement the College's health and safety policies and practices.
- 1.5 To contribute to the College's commitment to continuous improvement as identified in the College's charter and quality assurance systems.

2. In common with all other support staff:

- 2.1 To participate in College-wide projects and tasks.
- 2.2 To work in other support services areas to meet the specific needs of workload peaks.
- 2.3 Such other duties of a similar nature commensurate with the grade as may be required from time to time. This will require working in other locations/sites of the College.

3. Particular to the Post:

- 3.1 To take technical ownership of digital feature ideas from concept, through design research, wireframing and prototype stages. To be involved in all stages of the of the development life cycle: initial analysis, implementation, integration, testing, debugging and support.
- 3.2 Write programming code, either from scratch, or by adapting existing website software and graphics packages to meet business requirements.
- 3.3 To deliver code which is tested and consistently error free.
- 3.4 To work collaboratively with the Group Head of Marketing and Communications and other internal Group colleagues to make sure that all aspects of website/digital projects are fully scoped out and delivered as planned.
- 3.5 Provide digital design expertise and guidance on the use of the College brand, providing quality assurance on your projects, as well as reviewing work by other members of the College and external agencies.
- 3.6 Plan information architecture by studying site concepts, strategy and target audiences, envisioning architectural schemes, information structure and features, functionality and user interface design, user scenarios, preparing data models, designing information structure, work and dataflow, and navigation, evaluating information representation and conducting creative meetings.
- 3.7 Test the websites and identify any technical problems, including liaising with external suppliers on occasion.
- 3.8 Translate user behaviour into media structures and elements, crafting interactive experiences, producing workflow diagrams, user scenarios and storyboards, preparing interaction specifications, navigation rules, organisation of information and site maps, coordinating with business, technology, visual, structural, editorial, cognitive and brand strategists.

- 3.9 To work closely with external web developers and internal and external designers to devise and design websites, including overseeing build and testing according to architectural plans.
- 3.10 Determine the functionality of the websites and give guidance on layouts, colours and styles.
- 3.11 Upload websites onto a server and register with different search engines.
- 3.12 Advise marketing colleagues on SEO and keyword search and e-commerce marketing techniques and using these as a central plank of our digital strategies.
- 3.13 Provide maintenance support and technical advice and input to the website and updates as required on a regular basis.
- 3.14 To advise and be aware of latest data protection and security threats and to make sure we mitigate against these risks and adhere to known industry standards.
- 3.15 To proactively drive innovation with new ideas and options made available by new technologies.

4. Person Specification:

- 4.1 Degree in Computer Science, Computer Graphics, Information Technology, Digital Technology or Multi-media/Graphic Design, or equivalent industry experience, ideally in the marketing sector, either client or agency side
- 4.2 Significant experience and knowledge of web design and working within a web development environment, including experience of debugging, cross-device compatibility and developing and extending content management systems or a range of digital content publishing systems
- 4.3 Significant experience in designing and building front-end website design and development – both mobile and desktop first methodologies - and actively participating in all stages of projects
- 4.3 Strong understanding of user experience, web design and development processes, methods and principles, modelling, strategic planning and database management
- 4.4 Demonstrable and strong experience of website infrastructure architecture and design and build and the steps involved in the process for large websites and/or mobile apps

- 4.5 Demonstrable evidence of creativity and imagination and an ability to pick up new techniques
- 4.6 Extensive coding experience and website programming and databases
- 4.7 Understanding and awareness of international web standards and protocols, including security
- 4.11 Significantly strong working knowledge of wireframing tools, web platforms and languages including Wordpress, Drupal, HTML, Photoshop, Adobe, CSS, PHP, SCSS, Java, Javascript, MySQL, XML, API, UI/UX and web-based and mobile application programming and social media technologies
- 4.12 Possess excellent attention to detail and ability to make independent judgements
- 4.13 Experience and understanding of SEO related to onsite optimisation and use of social media channels
- 4.14 Excellent communication and inter-personal skills
- 4.15 Keep up to date with advances in computer/digital technology

Additional Information:

Hours of work: 35 hours per week - all year round. Routine fixed daily start and finish times between 08:30 and 21:00 by agreement.

Under exceptional circumstances, e.g. alterations in the College's pattern of working or changes in pattern of demand, the hours of attendance maybe varied after consultation with the member of staff concerned.