



## Job Description & Person Specification

---

**Job Title:** Junior Web Developer

**Scale:** 5

---

**Job Purpose:**

- To work as part of the wider IT Department to undertake website management and development activities, including content management, Conversion Rate Optimisation (CRO), user analysis and digital project management.
  - To be responsible for supporting the Trust core activity in a digital capacity across multiple websites and digital channels.
  - To develop the Trust SharePoint sites including creating sites, managing permissions and providing guidance to end users.
  - To work closely with internal/external stakeholders and customers including IT and Marketing, providing training and expertise.
  - As the role demands a combination of both creative and technical skills, the successful candidate will need to hold technical web skills for implementing content strategies, together with an understanding of regulations surrounding digital marketing and governance.
- 

**Reporting Arrangements**

**Reporting to:** Trust Assistant IT Director

---

**Main Responsibilities:**

- Work with the IT and Marketing Team to deliver the Trust digital communications strategy. This role will focus particularly on the Trust WordPress based websites, dedicated micro sites for specialist areas and the Trust SharePoint online sites.
- Support the Trust IT Director in the implementation of the digital strategy.
- Co-ordinate improvements and tests to optimise online user journeys and ultimately increase digital transactions through delivering digital services.
- Co-ordinate and implement software updates relating to the Trust Websites.
- Identify patterns and trends within online audiences through careful analysis and make recommendations for optimisation.
- Apply agile working practice to manage and publish content.
- Provide 1st and 2nd line support to internal departments on the use and support of the Trust websites.

- Assist with the development of the Trust websites ensuring that all work completed complies to the Trust brand guidelines.
- Work with the Marketing team to identify opportunities and methods to;
  - o Engage staff across the organisation via SharePoint
  - o Apply web usability and accessibility requirements
  - o Ensure the promotion of and adherence to Trust brand values and visual identity
  - o Ensure timely publication of web content. Applying agile working practice to manage and publish content
- Assist with managing and maintaining server hardware & operating systems.
- Provide digital expertise for specific projects, including content management system, link building, search engine optimisation and minor web design elements.
- Work with your Line Manager in the monitoring and evaluation of digital activity and analytics.
- Produce regular reports to summarise website activity using tools to track and report on response rates and make proposals for improvement.
- Handle complex, sensitive information on a regular basis.
- Manage a varying workload due to the changing and growing requirements of the IT Department, working autonomously and routinely to tight deadlines and making decisions where required.
- Work with the rest of the IT and Marketing teams to ensure the alignment of internal and external messages in the implementation of marketing and communications activity and materials produced.
- Offer training and expertise to internal colleagues in digital communications.
- Follow health and safety policies, risk assessments and safe systems of work at all times to ensure your safety and the safety of others.
- Offer flexibility to travel between different sites of the Laurus Trust as required.
- Assist with the project management of Trust developed in house applications and systems. Utilising Microsoft Azure DevOps, Azure Boards, Azure Repos (GIT Source Control) and Azure Pipelines.
- Assist in the frontend development and maintenance of in-house applications and systems using HTML5, CCS, JavaScript and REACT.
- Ensuring that all development adheres to the Trust Coding Standards Guidelines.
- Responsible for patch management on the Content Management System.

### **Trust Responsibilities:**

- Adhere to all Trust policies and procedures.
- Take responsibility for promoting and safeguarding the welfare of all pupils.
- Demonstrate commitment to the Equal Opportunities Policy, to work positively and inclusively with colleagues so that the Trust provides a workplace and delivers services that do not discriminate against people on the grounds of their age, gender, sexual orientation, marital status, race, religion, creed, colour, nationality, ethnic origin or disability.
- Work flexibly in the interests of the service (this may include undertaking other duties provided that these are appropriate to the employee's background, skills and abilities).
- Travel between different sites of the Laurus Trust as required.
- Actively participate in performance reviews at regular intervals in accordance with Trust procedures.
- Undertake training courses organised by the Trust where these will assist in the carrying out of the above duties, develop skills which may be required to fulfil those duties in the future or are required to fulfil legal requirements.
- Refrain from smoking in any areas of Trust premises.
- Behave in a manner that ensures the security of property and resources.
- Demonstrate consistently high standards of personal and professional conduct as defined in The Laurus Trust Code of Conduct Policy.

## **Safeguarding:**

The Laurus Trust and its affiliated schools are committed to safeguarding and protecting the children and young people that we work with. As such, all posts are subject to a safer recruitment process, including the disclosure of criminal records and vetting checks. The post holder will be required to complete an enhanced Disclosure Barring Service (DBS) Check with appropriate barred list checks, or the equivalent, and must be eligible to work in the UK.

We ensure that we have a range of policies and procedures in place which promote safeguarding and safer working practice across the school. This is in line with statutory guidance Keeping Children Safe in Education and The Education Act, we expect all staff and volunteers to share this commitment.

---

## **Core Behaviours:**

It's important for all Support Staff to be able to demonstrate some or all of the core behaviours on a regular/daily basis:

- **Adaptable** - Open to change, to be flexible.
  - **Courageous** - Willing to speak up, offer ideas, challenge the norm.
  - **Hard Working** - Strong work ethic, prepared to go the extra mile.
  - **Inclusive** - Treat others fairly and equally.
  - **Engaged** - Involved/absorbed in your work, participate at all times.
  - **Value** - Add value to your role, your team and the Trust.
  - **Enquiring** - Have an enquiring mind, curious, improve and find solutions.
  - **Motivated** - Pro-active, wanting to achieve goals, willingness to try, can do attitude.
  - **Encouraging** - Giving/offering support and confidence to others, working together.
  - **Navigator** - Providing guidance, leading when necessary.
  - **Tenacious** - Perseverance, never giving up, whatever it takes.
-

**Person Specification:**

Attributes	Essential	Desirable
<b>Education and Qualifications</b>	<ul style="list-style-type: none"> <li>• Sound educational background including GCSE's Maths and English (A*-C) or equivalent</li> </ul>	Degree or equivalent digital qualification
<b>Knowledge and Experience</b>	<ul style="list-style-type: none"> <li>• Experience of working in a digital role, using web authoring tools</li> <li>• Experience of interpreting sitemaps and a working knowledge of web usability, accessibility and creating wireframes</li> <li>• Experience of using Google Analytics</li> <li>• Knowledge of HTML5, CSS, JavaScript and REACT.</li> <li>• Experience of delivering to deadlines and achieving set targets to a high standard</li> <li>• Experience of allocating and prioritising workload effectively to gain maximum productivity</li> <li>• Strong IT Skills including</li> <li>• Microsoft PowerPoint, Excel,</li> <li>• Word and Outlook</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of agile working</li> <li>• Experience of working with other communications professionals as part of an integrated team</li> <li>• Knowledge and experience of working with external agencies/suppliers including contributing to creating briefings documents and project schedules</li> <li>• Knowledge of current developments on the internet, with experience of actively addressing accessibility and usability issues for the web</li> <li>• Experience of SharePoint development</li> <li>• Experience of working in a school environment</li> <li>• Experience of working with confidential information</li> <li>• Awareness of current issues in the</li> <li>• Education</li> <li>• Experience of Source Control</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Excellent planning and organisational skills</li> <li>• Ability to work independently to organise own workload</li> <li>• Strong interpersonal skills</li> <li>• Highly motivated individual with an innovative approach</li> <li>• Problem solving and analytical skills</li> <li>• Ability to demonstrate engaging oral and written communication</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding of the wider communications mix and ability to contribute as part of an integrated team</li> <li>• Ability to handle sensitive situations, maintaining confidentiality, where necessary</li> <li>• Ability to relate to colleagues at all levels across a large, multi -site organisation with confidence and diplomacy</li> <li>• Advanced keyboard skills for speed and accuracy</li> <li>• Good analytical skills with the ability to produce both</li> </ul>

		detailed and ad hoc website reports.
<b>Other Qualities</b>	<ul style="list-style-type: none"> <li>• Ability to make effective decisions</li> <li>• Ability to work accurately and methodically</li> <li>• Excellent time management</li> <li>• Ability to remain calm under pressure</li> <li>• Flexible</li> <li>• Good team player</li> <li>• Willingness to undertake further training</li> <li>• Commitment to safeguarding and promoting the welfare of children</li> </ul>	
		<ul style="list-style-type: none"> <li>• Good analytical skills with the ability to produce both detailed and ad hoc website reports.</li> </ul>