



**LAURUS**

—  
TRUST

## **Job Description & Person Specification**

Web Developer



### **Job Details**

Job Title: Web Developer  
Location: Laurus Trust  
Department: IT  
Scale: 4

### **Reporting Arrangements**

Reporting to: Trust IT Manager  
Accountable for: n/a

### **Job Purpose**

- This role will work as part of the wider ICT Department to undertake website management activities, including content management, conversion rate optimisation (CRO), user analysis and digital project management.
- This role is responsible for supporting Trust's core activity in a digital capacity across multiple websites and digital channels.
- Developing the Trust SharePoint sites including creating sites, managing permissions and providing guidance to end users.
- The Web Developer will work closely with internal/external stakeholders and customers, ICT 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 and creating and implementing content strategies, together with an understanding of regulations surrounding digital marketing, and implementing all standards and governance across websites, social and mobile media.

### **Main Responsibilities**

- Working with the ICT team and the Marketing Team to deliver the Trusts digital communications strategy. This role will focus particularly on Laurus Trust websites, dedicated micro sites for specialist areas and the Trust's SharePoint sites.
- To 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.

- Identify patterns and trends within online audiences through careful analysis and make recommendations for optimisation.
- Applying agile working practice to manage and publish content.
- Assist with identifying, researching, producing and editing content (copy, images etc) for Trust websites, ensuring that all information is complete, up-to-date and accurate, using the correct tone and style, and conforms to The Laurus Trust web and brand guidelines. To include working on content audits, wireframes and sitemaps.
- Working with the Marketing team to identify opportunities and methods to engage staff across the organisation via SharePoint. To apply web usability and accessibility guidelines.
- Working with the Marketing team to ensure the promotion of and adherence to Trust brand values and visual identity.
- Ensuring timely publication of web content.
- Assist with managing and maintaining server hardware & operating systems.
- Providing digital expertise for specific projects, including content management system, link building, search engine optimisation and minor web design elements.
- Working with line manager in the monitoring and evaluation of Digital activity. The Web Developer will be expected to produce regular reports to summarise website activity using tools to track and report on response rates and make proposals for improvement.
- Handling complex, sensitive information on a regular basis.
- Managing an unpredictable workload due to the changing and growing requirements of the ICT Department, working autonomously and routinely to tight deadlines and making decisions where required.
- Working with the rest of the ICT and Marketing teams to ensure the alignment of internal and external messages in the implementation of marketing and communications activity and materials produced.
- Offering training and expertise to internal colleagues in digital communications.
- Providing 2nd line technical support if required to assist the ICT Team
- You are required to ensure that you follow health and safety policies, risk assessments and safe systems of work to ensure your safety and the safety of others.
- Flexibility to travel between different sites of the Laurus Trust as required.

## **Trust Responsibilities**

- Adhere to all Trust policies and procedures.
- Take responsibility for promoting and safeguarding the welfare of all pupils.
- 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.

## Core Behaviours

- 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	Method of Assessment
Education and Qualifications	<ul style="list-style-type: none"> <li>• Sound educational background including GCSE Maths and English (A*-C)</li> </ul>	<ul style="list-style-type: none"> <li>• Postgraduate qualification or equivalent experience and professional digital qualification.</li> <li>• Demonstrable commitment to continuous professional development.</li> </ul>	Application Form/ Interview/Task
Knowledge and Experience	<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>• Knowledge of HTML5, CSS, C# and/or PHP, JavaScript and an understanding of LINUX and Microsoft operating systems</li> <li>• Experience of using Google Analytics</li> <li>• Experience of SharePoint development</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</li> </ul>	Application Form/ Interview/Task

	<ul style="list-style-type: none"> <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 Microsoft PowerPoint, Excel, Word and Outlook</li> </ul>	<p>addressing accessibility and usability issues for the web.</p> <ul style="list-style-type: none"> <li>• Experience of working in a school environment</li> <li>• Experience of working with confidential information</li> <li>• Awareness of current issues in the Education</li> </ul>	
Skills	<ul style="list-style-type: none"> <li>• Ability to act autonomously, dealing effectively with competing priorities and working in an atmosphere of regular interruptions and to tight deadlines</li> <li>• Good verbal, written and listening skills, demonstrating accuracy and attention to detail</li> <li>• IT literacy (Word, PowerPoint &amp; Excel).</li> <li>• Ability to manage and prioritise own workload</li> <li>• Strong organisational skills, with the ability to carry work through from research to completion, implementation and final evaluation.</li> <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 evaluate processes and identify improvements</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 detailed and ad hoc website reports.</li> </ul>	Application Form/ Interview/Task

Other Qualities	<ul style="list-style-type: none"> <li>• Willingness to spend time away from base to meet the requirements of the post</li> <li>• Possess a valid driving licence allowing the holder to drive in the UK</li> <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>• Full driving licence</li> <li>• Commitment to safeguarding and promoting the welfare of children</li> </ul>		Application Form/ Interview/Task
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July 2020

**The Trust is committed to safeguarding and promoting the welfare of children and expects all staff to share this commitment.**