

Web Developer

Job description

Purpose Summary

To be responsible for the layout, visual appearance, usability, maintenance and development of existing company websites as well as the building of new sites to fit in with our objectives and campaigns in a fast paced, results driven environment.

The key areas of responsibility for the Web Developer include:

- Web Development Services
- Customer Service
- Teamwork
- Knowledge

Principal Responsibilities

Web Development Services

- To be responsible for providing web development services to internal teams, (mostly the Marketing, Sales and Business Development teams), ensuring that websites are attractive to the target users, have a logical navigation system, strong functionality and optimisation and have all the features required
- To build, develop and maintain company websites, micro sites and landing pages in line with company branding and web standards, ensuring a fast turnaround and sector leading capabilities that visibly demonstrate software domain leadership.
- To use excellent communication skills to establish and understand design briefs in order to meet web requirements from internal teams and effectively minimising turnaround time.
- To work with the Graphic Designer on the design and development of company web pages, including graphics, animation and functionality to ensure delivery of a high quality web service to customers.
- To deliver projects and web initiatives to a high standard and to meet tight deadlines, thus delivering a high return on investment.
- To communicate and enforce coding standards to ensure the consistent delivery of high quality services to our customers.
- To ensure that sites are tested for functionality in different browsers and at different resolutions to ensure maximum visibility and access to the website.

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- To create online surveys, submission forms, campaign codes, campaign landing pages so that all digital responses can be tracked and reported for continuous improvement.
- To implement media content on the website, ensuring it is continually updated and refreshed, promoting increasing usage statistics and relevancy.
- To monitor web server and site technical performance to easily recognise system deficiencies, investigate, analyse and document reported defects and implement effective solutions to ensure that a high standard of service is maintained at all times.
- To support the Chief Marketing Officer in the planning of overall company strategy regarding web development and search engine optimisation
- To support the company's social media strategy as it unfolds and to use new and emerging web techniques to promote Causeway as a software leader.

Customer Service

- To provide professional and effective services to internal and / or external customers, to meet customer expectations, particularly in terms of Quality and Timeliness in line with departmental standards, procedures and guidelines.
- To communicate courteously with internal and / or external customers by telephone, email and fact to face, building positive relationships, investigating, responding to and progressing issues and queries to a successful conclusion at the earliest time.
- To speak positively and enthusiastically about the company and its products and services to ensure that a professional company and brand image is provided at all times to customers and colleagues.

Teamwork

- To work as part of a team to achieve the departmental standards.
- To work together with other departments and divisions within the organisation to identify any process improvements and improve standards, efficiency and profitability.

Knowledge

- To ensure that a good level of understanding and knowledge of organisations products and services, which is improved and maintained at all times, ensuring that customer queries can be dealt with accurately and appropriately and supported by the department.
- To take responsibility for own personal development in line with agreed annual performance objectives.
- To be willing to listen to and support colleagues and team members with professional problems, devoting time to impart expertise, infusing confidence and expressing positive expectations regarding the team's and company's performance.
- Such other duties as the management may from time to time reasonably require.

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Reporting

Department: Marketing

Location: Bourne End (and Farnham)

Reports to: Chief Marketing Officer

Responsible for: N/A

Key Interfaces

Dealing with internal customers, mostly Sales, Marketing, Development and HR based mostly at Bourne End and Farnham, although some team members are at other office locations.

Dimensions / Budgets

The department consists of Marketing professionals. Although this role is based at the Bourne End office, there will be a requirement to divide time between the Bourne End and Farnham offices, with the occasional visit to the Maidstone office in order to meet the requirements of the role.

Knowledge, Experience and Qualifications

Essential Skills

Proven experience and expertise in web development

A working knowledge of PHP or at least one structured programming language and internet security.

Proficiency in HTML and XHTML and possess basic knowledge of XML / XSL and CSS.

Able to demonstrate a sound knowledge of Dreamweaver and Photoshop.

Ability to use social media applications is a must

A willingness to apply SEO methods to designated projects is a must, as is great attention to detail.

Experience of working in a commercial environment, ideally delivering web solutions

Ability to interpret written requirements and technical specification documents

Ability to code software according to standards and design guidelines

Knowledge of multimedia and interactivity

Knowledge of database architecture and design

Knowledge of W3C and / or WCAG is desirable but not essential.

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Competencies Required

Positive attitude and work ethic, passionate about the web and the ability to transfer this enthusiasm to the role with enthusiasm and self motivation

Initiative and an ability to provide innovative solutions and ideas for new web projects

Excellent communication skills

A commitment to quality and a thorough approach to work

Good project management skills, planning and organisational skills, with good attention to detail

Good time management with the ability to manage project timescales and deadlines

Ability to listen and fully understand development design briefs

Good team player

Creative flair with enthusiasm for new ideas and concepts

Good commercial awareness and understanding

Ability to learn

Drive and enthusiasm with the ability to manage and co-ordinate multiple projects

Qualification

Preferably educated to degree level or equivalent (IT related discipline or Marketing preferred)

Expertise in web development

This job description describes the principal purpose and main elements of the job. It is a guide to the nature and main duties of the job as they exist currently, but it is not intended as a wholly comprehensive or permanent schedule and is not part of the contract of employment.