



## JOB DESCRIPTION

POST TITLE	:	Web Developer
SALARY	:	Up to £34,531
RESPONSIBLE TO	:	Marketing Manager
CLOSING DATE	:	5.00pm, Thursday 9 May 2024
INTERVIEW DATE	:	Friday 17 May 2024

### **Main Purpose of the Post**

Burnley College is seeking a Web Developer to build transformative digital experiences for our four progressive brands.

Working across our Marketing and Sales/Software Development team, the Web Developer will have a strong drive and passion for digital and technology with a number of years' experience working in a digital/marketing/software environment.

You will work with focused project teams comprising Marketers, Developers and Project Managers.

### **I Responsibilities**

- I.1 Alongside Marketing Managers/Software Development Manager, lead, shape, scope and structure Web Development projects
- I.2 Take responsibility for resolving issues both independently and in collaboration
- I.2 Ensure project requirements are elaborated, prioritised and tracked accordingly
- I.3 Manage Project work streams and provide regular updates to leadership
- I.4 Produce business cases for new changes/projects and participate in the approval process
- I.5 To assure full compliance with key policies, notably Single Equality, Health and Safety and Safeguarding.
- I.6 To undertake invigilation duties from time to time
- I.7 To carry out such other duties as the Principal may reasonably require.



## **2 UX and Content (front end)**

Working both independently and as part of our Creative team (copy, social, video and design), you will be the lead driver and developer of our Digital User Experience and will actively shape and develop the key elements of our user experience including:

- 2.1 User experience and site interface/journey/navigation
- 2.2 Shape the direction of design, content and video on digital platforms
- 2.3 Own and control digital site map
- 2.4 Ongoing audit of user journey and key processes
- 2.5 Link building
- 2.6 Overall site functionality

## **3 Engagement and Conversion**

You will also collaborate and support key digital project team members in driving key digital campaign channels forward including:

- 3.1 Social media campaigns (organic/paid)
- 3.2 Email marketing
- 3.3 Online campaign marketing
- 3.4 SEO/Adwords/PPC
- 3.5 Digital engagement (interaction/enquiries/applications)

### **HOURS:**

37 hours per week. A flexible approach to the working hours is required, in line with the needs of the College.

# PERSON SPECIFICATION

**POST:** Web Developer

**DIVISION:** Marketing

<b>QUALIFICATIONS</b>		<b>Essential/ Desirable</b>	<b>To be identified by:</b>
1	Educated to degree level or above in a relevant subject area	D	Application form
<b>KNOWLEDGE/SKILLS</b>			
1	Strong front end web development skills	E	Application form/Interview
2	Broad base of technical skills including HTML, JavaScript, relevant scripting languages, manipulation of image and video files, understanding of multiple CMS	D	Application form/Interview
3	Understanding of database design and interrogation	D	Application form/Interview
4	Well-developed interpersonal and communication skills	E	Application form/Interview
5	Well organised and capable of meeting strict deadlines	E	Application form/Interview
6	Excellent customer service skills	E	Application form/Interview
7	Accuracy, reliability and good timekeeping	E	Application form/Interview
8	Ability to support the wider needs of the Marketing and Software Development teams	E	Application form/Interview
9	Ability to work on own initiative and as part of a team	E	Application form/Interview
10	Excellent literacy and oral communication skills	E	Application form/Interview
11	Excellent IT and numeracy skills	E	Application form/Interview
12	Excellent organisation and planning skills	E	Application form/Interview
13	Ability to effectively present data	D	Application form/Interview
14	Awareness of Safeguarding Legislation	D	Application form/Interview

## **EXPERIENCE**

1	Experience in a Web Development role	E	Application form/Interview
2	Experience of website administration and the use of a range of tools to build online solutions	E	Application form/Interview
3	Evidence of personal achievement	E	Application form/Interview
4	Experience of working effectively within a marketing/ software development team	E	Application form/Interview
5	Experience of effectively utilising a broad base of marketing channels	E	Application form/Interview
6	Experience of working within Education	D	Application form/Interview
7	Experience of Microsoft Office applications	E	Application form/Interview

## **PERSONAL**

1	Possess a strong desire to learn and grow	E	Application form/Interview
2	Logic, creative and imaginative	E	Application form/Interview
3	Self-motivated, flexible and able to adapt	E	Application form/Interview
4	Confident, enthusiastic and determined	E	Application form/Interview
5	Commitment to the delivery of excellent support to our customers	E	Interview
6	Excellent communication skills	E	Application form/Interview
7	Good teamworking skills and commitment to teamworking	E	Application form/Interview
8	A commitment to ongoing professional development	E	Application form/Interview
9	Enthusiasm for the role of further education in building and changing lives	E	Application form/Interview

## **STANDARD COLLEGE REQUIREMENTS**

1	Commitment to College's Single Equality and Health & Safety Policies	E	Interview
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2	The College is committed to safeguarding and expects all staff to share that commitment	E	Application form/ Interview/DBS/ References
3	Regular and Reliable Service (the College does not wish to appoint individuals with a high sickness record where there is no underlying medical reason)*	E	References/Occupational Health Assessment

*\*Note this does not affect any individual's rights under the Equality Act. The College wishes to promote the recruitment of disabled staff and would endeavour to make reasonable adjustments where practical. Disabled applicants who meet the essential criteria will be guaranteed an interview.*