



Cardiff  
Metropolitan  
University

Prifysgol  
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Caerdydd

## JOB DESCRIPTION

<b>Job Title:</b>	<b>Web Development Officer</b>
<b>Department</b>	<b>Marketing &amp; External Relations</b>
<b>Location:</b>	<b>Llandaff Campus</b>
<b>Grade:</b>	<b>5A/B</b>
<b>Salary:</b>	<b>£30,942 - £33,797 per annum</b>
<b>Tenure:</b>	<b>Permanent</b>
<b>Hours</b>	<b>37 hours per week</b>

### **Role Summary:**

This is a key post that will contribute to the ambitions of the University's Strategic Plan 2017/18 – 2022/23.

The University external website is one of the main recruitment tools for Postgraduate and Undergraduate home and UK students, as well as representing all the academic schools, professional units and key stakeholders. It attracts over 1.5 million visitors per year, and is fundamental to stakeholder engagement, student recruitment and the student experience.

Using your knowledge and experience in front and back end development technologies and frameworks you will deliver high quality, user-focused web design to the institution, according to user needs, business requirements and emerging trends in the web industry.

Working alongside other members of the web team, you will plan and deliver digital projects, develop functional designs, develop CMS reusable code and layouts and assist in the guidance of other employees across the University on current best practice.

## **Principal Duties and Responsibilities:**

1. Work with other members of the team on web design/development processes and using judgement and creativity to suggest the most appropriate course of action where appropriate, and ensuring complex and conceptual issues are understood.
2. Ensure that high quality, user-focused web design is delivered to the institution, proactively changing the delivery according to user needs, business requirements and emerging trends in the web industry.
3. Work with other members of the web team to plan and deliver digital projects.
4. Assist in the guidance of other employees across the University on current best practice
5. Support functional designs, development of CMS reusable code and layouts.
6. Work closely and collaboratively with the web team members, and other digital specialists to resolve issues within the areas of web development.
7. Work with the other members of the web team to advise on technical SEO solutions and supporting website users with front end fixes, upgrades and improvements.
8. The ability to lead on projects and work alongside senior developers and Technical Leads.
9. Work on the front and back-end development of the University websites using a range of programming languages and techniques.
10. Deliver high-quality solutions, focused on helping clients achieve their goals whilst maintain responsibility for front end customer website experience within the current CMS.
11. Working closely with the wider marketing team and key internal stakeholder (admissions and programmes teams) to ensure course pages and campaign landing pages are optimised effectively,



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**PERSON SPECIFICATION**

Post: Web Development Officer

Unit/School: Marketing & External Relations

\*Key

A - Application form

I - Interview

T/P - Test/Presentation

FACTORS	ESSENTIAL AND DESIRABLE CRITERIA	ASSESSED BY		
		A*	I*	T/P*
Education & Qualifications (Essential)	Degree/NVQ 4 in IT or Computer Science related subject and experience in a similar role	X		
Education & Qualifications (Desirable)				
Knowledge (Essential)	Knowledge of front and back technologies and frameworks, such as HTML5, CSS3, Bootstrap, JavaScript, PHP, C# and MySQL.		X	X
	Knowledge of up-to-date UX principles and techniques		X	X
	Knowledge of latest website accessibility requirements.		X	X
	Proficient knowledge of multiple back-end languages and JavaScript frameworks, .NET		X	X
Knowledge (Desirable)				

FACTORS	ESSENTIAL AND DESIRABLE CRITERIA	ASSESSED BY		
		A*	I*	T/P*
Skills & Abilities (Essential)	<p>Ability to communicate conceptually detailed and complex information effectively and professionally with a wide range of people</p> <p>Evidence of ability to explore customers' needs and adapt the service accordingly to ensure a quality service is continually delivered through collaboration with other digital specialists</p> <p>Ability to develop networks in order to achieve shared objectives, facilitate sustainable progress and deliver better outcomes through collaboration.</p> <p>Ability to solve expansive problems using initiative and creativity; identify and propose both practical and innovative solutions and then delivering them as required with fanatical attention to detail</p> <p>Ability to plan and deliver specific projects and supervise short term project teams, leading by example and demonstrating passion and enthusiasm for web design</p> <p>Ability to work in a team and independently</p>		X	
Skills & Abilities (Desirable)	Welsh language skills	X	X	

Experience Paid/Unpaid (Essential)	Experience of multiple front-end languages and libraries (e.g. HTML/ CSS, JavaScript, XML, jQuery) .	X	X	
	Experience and knowledge of multiple back-end languages with proven experience in PHP, and JavaScript frameworks, .NET	X	X	
	Experience of working on a successful large scale website / web projects	X	X	
	Recent experience of web design and experience of implementing designs on large-scale sites through design frameworks, content management and customer relationship management systems	X	X	
	Experience in using multiple Content Management Systems	X	X	
	Proven experience as a full stack developer, Back End Developer or similar role	X	X	
Experience Paid/Unpaid (Desirable)				
Other Requirements (Desirable)				