



## **Front End Developer - £18,000 - £25,000 Basic + Bonuses**

The front end Wordpress Website Designer is responsible for the day to day development of all digital marketing projects including the development of company specific projects. The correct person will be highly creative, passionate about development of websites and have an outstanding knowledge of Wordpress and the plugins which manage these websites. This is a role that is interacting with clients as well as working closely with the company team to make sure that the goals of the client are achieved.

### **Key Management Areas of Responsibility**

- Use a structured diary process to visualise and develop the digital marketing projects the company are instructed to build
- Communication to clients, team, and management on strategy/project development, timelines, and results
- Collaborate with other developers and or departments including SEO to create visually appealing websites which function per the brief outlined.
- Keep pace with SEO, social media and internet marketing industry trends and development to bring forward improving the company's service standards
- Manage customers' expectations of website projects

### **Key Functional Areas of Responsibility**

- Build websites, prototypes and applications using the latest frontend technologies
- Design websites from our core Wordpress design system
- Providing timely resolution to reported problems with existing websites.
- Working closely with both the design and project resources to achieve the best possible results in web projects from conception right through to delivery.
- Ensuring all work adheres to current industry best practice.
- Communication to team and management on project development, timelines, and results
- Work to improve the company's visibility and functionality of its own system

### **Professional Competencies**

- Extensive knowledge and experience of building WordPress CMS / Magento websites using the best practice & de facto standard plugins
- Experience working with WordPress:
  - Knowledge of existing inbuilt WordPress functions.
  - Theme/template integration.
  - Knowledge of WordPress Network (Multisite) beneficial.
- Good understanding of cross platform and cross browser issues.
- Experience with creating responsive websites.
- Intermediate level of technical SEO knowledge and latest best practices
- High level of understanding of domains, hosting, DNS, and email accounts.



### **Professional Skills & Qualifications**

- Strong understanding of Wordpress, plugins and all appropriate coding languages
- Excellent English and Grammar skills
- Experience working with popular open source frameworks
- Experience working with CMS and building/administering content in multiple CMS environments
- Expansive Knowledge of HTML/CSS, PHP, JavaScript, JQuery, Ajax and website administration
- High-level proficiency in MS Excel, PowerPoint, and Word
- Experience with website analysis using a variety of analytics tools including Google Analytics as well as internal reporting tools
- Excellent communication skills with the ability to effectively interface with all levels and departments on a formal, informal, written and verbal basis.

### **Summary of Key Defined Role Expectations**

- Take designs from PDF to completion using open source framework from Wordpress to completion making sure all company expectations are completed during this process
- Deal directly and indirectly with customers' requests for both full build projects and edits as they are received.
- Work in an effective and appropriate manner in accordance with the company's diary systems.

The job description describes the principal purpose and main elements of the job. It is a guide to the nature of the main duties as they currently exist but is not intended as a wholly comprehensive or permanent schedule of tasks.