

## JOB DESCRIPTION

<b>Job Title:</b>	Web Developer
<b>Reporting to:</b>	Digital & Data Manager
<b>Place of Work:</b>	Student Centre - University of York Students' Union
<b>Hours of Work:</b>	12mth fixed-term contract, 15 hrs/wk
<b>Salary Scale Point:</b>	£13.95/hr + 12.07% annual leave

### Job Overview

This is an exciting opportunity to join the University of York Students' Union to lead on development and maintenance of our website, working to improve our students' experience online.

The ideal candidate will have experience with front-end web development - literacy in HTML, CSS and Javascript is a must, and any experience of Javascript frameworks such as Vue or React would be beneficial.

The role will be responsible for delivering new webpages or features as required, and maintaining the front-end website code, content and functionality. They will have a good understanding of website front-end development, but will also demonstrate knowledge of user-centred design and user experience, using insights developed through both qualitative user research and engagement analytics to drive design and development decisions.

The role will be responsible for testing and auditing the website, and utilising the Web Content Accessibility Guidelines (WCAG) to implement fixes and improvements to the development of the website. The role will also contribute to providing guidance and support to staff across the organisation in creating accessible content for the website and best practice when designing information for the web, raising awareness and understanding of online accessibility.

This is a really exciting opportunity to use your creative front-end development and user-driven skills to make the York SU website the best it can possibly be! You will be encouraged to bring your own creative flair and ideas to your work, while still utilising website development and hosting best practice.

## **Key Responsibilities**

### **Front-end website development**

- Take a project brief for new web content or a new feature, and transform it into a fully functional web page or component using HTML, CSS and JS templates.
- Manage templates and assets on the SU's CMS and AWS S3 buckets.
- Produce web designs for new pages or features, focusing on positive user experience and mobile-first design.
- Create wireframes and prototypes to communicate early designs and ideas with project stakeholders.
- Work with our Graphic Designers to implement York SU's branding on the website, ensuring designs are responsive, usable and accessible.
- Responsible for testing before releasing any website changes; carrying out automated and manual accessibility testing, alongside device and browser testing.
- Follow best practices and semantic code in your website management, ensuring the website is optimised for users, browsers and search engines, as well as assistive technologies for potential users with disabilities or translation requirements.
- Working with Digital and Communications teams, identify future development opportunities for the website and manage prioritisation of developments effectively - putting our students' needs first.
- Regularly monitor the website for accessibility compliance, prioritising and resolving any issues found.

### **Website analytics and user-driven design**

- Use analytics to inform your design decisions in web development by regularly monitoring and analysing website engagement and performance data to identify trends, issues, and areas for improvement - using tools such as Google Analytics, Google Search Console, Hotjar and Lighthouse.
- Working with the Digital & Data Manager, seek opportunities to carry out user testing, especially accessibility testing with users.
- Working with the Digital and Communications teams, seek and identify opportunities to gain user research and feedback from students using the website.
- Produce reports where required for other staff across the Students' Union, demonstrating student engagement with the website.

### **Technical Support and Maintenance**

- Maintain the website and edit templates when required e.g. for content changes.
- Identify training opportunities to help staff self-serve in their management of the website and assist with upskilling through a variety of techniques, for example teaching basic coding skills.

- Provide advice and support to York SU colleagues on the best use of digital technology to empower staff skills and digital behaviours, building confidence in using digital solutions.
- Ensure any support requests from staff or students are evaluated, categorised, investigated and responded to in a timely manner, escalating to the necessary external support teams where required.
- Develop a strong documentation hub and knowledge base for SU staff and students using our digital platforms, investing in staff and student's confidence and skills.
- Support the Digital Manager in developing a digital accessibility framework for SU staff, designed to encourage curiosity and engagement with digital accessibility.

## **General Notes**

- The principle roles and responsibilities of this post will change from time to time and the post holder is required to undertake any additional duties as deemed appropriate by the union.
- Staff are required to have a Personal Development Plan and to participate in training, meetings or conferences considered relevant to the Union and their job.
- Staff must carry out their duties with full regard to the rules, procedures and conditions of service contained in the Staff Handbook, constitution and employee policies.
- A condition of employment is that all staff are expected to assist in key events throughout the year e.g. Welcome events and Welcome Fair, Student Balls and any other key events, including elections.
- All staff are expected to champion an organisational culture which is inclusive and both values and celebrates diversity, and where students feel empowered to shape their Union.
- Staff are expected to portray a positive image of the Students' Union, both internally and externally, by displaying integrity, punctuality, politeness and professionalism.
- Staff must uphold York SU's environmental and sustainability aims, ensuring good practice is met.
- Everyone must work within, promote and uphold the student-led and democratic ethos of the Students' Union.

## **York SU's Values and Behaviours**

To work with us, we ask all staff to uphold our core values and behaviours. These

are:

**Ambition**

*We are unashamedly ambitious. Students and their success is the reason we exist, and we will do everything in our power to work to their unique needs, journeys, experiences and communities.*

**Innovation**

*We're not afraid of failure. We bring creativity, sensitivity and integrity to all our work meaning that when things don't pan out how we expected, we own it, learn from it and always try again.*

**Social Conscience**

*We are bigger than just ourselves. We care and are committed to our vibrant community, celebrating and encouraging difference and diversity.*

**Authenticity**

*We are authentic and honest - building trust, rather than just focusing on our own power, privilege and legitimacy. We are always open about the needs, complexities, opportunities and challenges we all face now and in the future.*

**Partnership**

*We recognise we can't work alone - we know and are open about our limitations and believe that collective action and solidarity is what makes our work special. We weave and connect what already exists, build on common ground and focus on what unites us rather than divides us.*

## PERSON SPECIFICATION

Requirements	Essential	Desirable
<b>Qualifications &amp; Experience</b>		
To be undertaking a degree at the University of York within a relatable subject or have demonstrable experience and strong interest in the job description and skills list.	X	
<b>Knowledge &amp; Skills</b>		
Experience and literate in semantic HTML, CSS and JavaScript	X	
Experience of Javascript frameworks, e.g Vue or React		X
Experience of building responsive websites	X	
Knowledge of WCAG 2.1 and practising good website accessibility	X	
Experience of using a Content Management System (CMS)	X	
Experience of version control (Git) and working with shared code repositories	X	
Experience of working towards a design or development specification or brief	X	
Experience of producing wireframes and/or early-design prototypes		X
Knowledge of Search Engine Optimisation		X
Knowledge of Google Analytics	X	
Knowledge of Google Search Console		X
Knowledge of other web analytic tools such as Hotjar, Microsoft Clarity etc.		X
Knowledge of website performance and optimisation	X	
Experience using tools such as Lighthouse and PageSpeed Insights		X
Experience producing reports to present data to stakeholders		X
Knowledge of GDPR		X
Experience with troubleshooting technical issues; ability to identify a technical problem and where to look for help	X	
Experience supporting users with using digital platforms		X
Experience creating written documentation and user guides for digital platforms or systems		X

<b>Personal Attributes</b>		
Strong problem solving skills	X	
Ability to work independently and manage own time	X	
Ability to establish and maintain strong working relationships with a range of individuals	X	
Ability to work well under pressure, to be flexible and adapt to changes in priorities	X	
Excellent interpersonal skills - ability to communicate articulately and confidently	X	
Ability to work as part of a team as well as under own initiative	X	
A creative flair to tackling problems, thinking outside the box		X
Ability to consider varying user requirements when solving a design problem, and think from new perspectives	X	
Analytical thinking, and an ability to navigate large sources of data and information	X	
Ability to relay information between technical and non-technical individuals	X	
A user-driven approach to service improvement	X	
Self-motivated to learn and achieve new skills	X	
Strong interpersonal communication skills, able to build strong relationships with key stakeholders	X	