

### Key Role Details

<b>Role Title</b>	Web and Digital Content Developer
<b>Function</b>	Corporate Brand and Marketing
<b>Reports to</b>	Head of Corporate Brand and Marketing

### Role Purpose

The Web and Digital Content Developer will work within the marketing team to support the maintenance and development of our websites and intranets and to develop high quality digital media content and resources.

### Scope of Role

The Web and Digital Content Developer will work with internal colleagues and external partners on a global basis to support the development of Roffey Park's online presence.

### Accountable for:

- Working with internal colleagues and external agencies to develop Roffey Park's website and intranet from the UX strategy through to design and development
- Maintaining and updating Roffey Park's website
- Applying the latest front end website technologies to develop best in class user experience
- Developing digital content to support marketing campaigns.

### Person Specification

#### Essential Criteria

- Wordpress and PHP experience
- Demonstrable experience in the basics of web development – HTML, CSS, Javascript
- Understanding of search engine optimisation and responsive development concepts
- Able to provide rationale behind your thinking and decision making
- A keen eye for detail, intuitive UX and an appreciation for good website design
- Excellent communication skills
- Keen to learn and develop skills and expertise
- Able to multi-task, manage priorities, deliver to tight deadlines and remain calm under pressure
- Enthusiasm to learn and get involved
- A team player flexible in their approach to work and committed to team success
- Ability to work collaboratively across teams as well as autonomously
- Ability to build productive stakeholder relationships

#### Desirable Criteria

- Good creative design and branding skills
- Knowledge of Microsoft 365 and web-based applications
- Experience of working with the Adobe Creative Suite