



JOB DESCRIPTION

POST TITLE: GRADUATE TRAINEE - WEB DEVELOPMENT
(FIXED TERM FOR 12 MONTHS)
POST NO: WREQ2680
GRADE: GRADUATE TRAINEE SCALE

JOB PURPOSE

Working with the Marketing and Communications (MAC) team you will assist the Lead Marketing Officer – Website Development in delivering a wide range of development and administrative tasks associated with our group of websites. A key focus will be on user experience improvements, maintaining our course listings and making content updates.

DUTIES AND RESPONSIBILITIES

You will be responsible to the Lead Marketing Officer – Website Development for the following:

- Work with the MAC team to maintain and update content across the Weston College Group of websites using a variety of CMS's (including WordPress and Drupal).
- Take ownership of the website back-end updates, actioning daily scheduled development / security / maintenance activities.
- Support the development of new websites and features using HTML/CSS as required.
- Work on the design roll out of new pages / sections as part of the web team.
- Respond to requests from across the group for content amends, while considering the effect on the overall website, SEO and user experience.
- Maintain the course updates system, responding to requests for changes on an adhoc and planned basis.
- Conduct regular user testing exercises, surveys and feedback sessions.
- Conduct regular competitor analysis to identify changes in web strategy and SERP rankings.
- Work effectively with the MAC team to support marketing campaigns.
- Support the set up and monitoring of online events and campaigns.
- Support the MAC team in the organisation of college events.



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GENERIC DUTIES

In addition to the requirements of the post above, all members of the team are required:

- To complete all associated organisation and administrative work.
- To participate in both internal and external staff development as appropriate.
- To meet the requirements of the Health & Safety at Work Act 1974 and the College's Health and Safety Procedure.
- To comply with all Weston College policies and procedures.
- To comply with Information Security requirements, in line with Weston College policy.
- To be prepared to operate on a flexible year as required. Members of the team will be expected to work out of normal working hours as required by the job.
- To undertake such other duties as may be reasonably required commensurate with the grade of the appointment.

SUPERVISION RECEIVED

The post-holder will report directly to the Lead Marketing Officer – Website Development.

SUPERVISORY RESPONSIBILITY

None.

HEALTH AND SAFETY

All staff have a duty to maintain the safe and clean conditions of their workplace area and to co-operate with Weston College on matters of Health and Safety. Staff are required to refer to Weston College Health and Safety Policies in respect to their specific duties and responsibilities.

STAFF DEVELOPMENT

All staff are required to participate fully in Weston College's staff development programmes and have a responsibility to identify their own professional development needs in conjunction with their line manager.

SPECIAL NOTES AND CONDITIONS

Due to the nature of this post a flexible approach to working hours will be required, including evenings and occasional weekend work to meet the demands of the post.



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CONDITIONS OF SERVICE

The College standard Contract of Service for Support staff applies.

SALARY

Graduate Trainee Scale £17,190.00 per annum.
(National Minimum Wage):

HOURS

Hours of attendance: Full-time, 37 hours per week.

Annual leave: 281.5 hours per annum, inclusive of statutory bank holidays and college closures.

The College reserves the right to direct up to 5 days of your annual leave entitlement for efficiency purposes.

Weston College is committed to safeguarding and promoting the welfare of young people and vulnerable adults, and expects all staff and volunteers to share this commitment.



PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
Five GCSEs at grade 4 / C or above (or equivalent), including Mathematics and English. <i>All applicants must be able to provide evidence of a Level 2 Qualification in Mathematics and English, or be willing to undertake the qualification whilst in post.</i>	✓	
A Degree, or professional qualification, which is appropriate to the work.	✓	
Experience of updating commercial websites in a non-profit, B2B or B2C environment using a CMS.	✓	
Awareness of HTML / CSS for minor bug fixes.	✓	
Awareness of the principals of SEO.	✓	
Experience of using Google Analytics for reporting and diagnostics.	✓	
Ability to work on own initiative.	✓	
Excellent communication skills.	✓	
Excellent writing skills and an eye for detail.	✓	
Knowledge of Apple and PC operating systems.	✓	
Be a good team player.	✓	
Highly motivated.	✓	
Excellent organisational skills.	✓	
Setting and achieving high standards for yourself.	✓	
One year's recent experience in a similar role, or significant relevant work experience.		✓
Recent experience in identifying appropriate keywords and ranking websites for them.		✓
Awareness of web programming languages.		✓
Experience of building websites from scratch using WordPress.		✓



PERSON SPECIFICATION

Experience of re-skinning WordPress themes.		✓
Experience of managing web content using Drupal.		✓
Experience using a broad range of software and web apps for marketing.		✓
Working knowledge of web hosting environments.		✓