



ADUR & WORTHING
COUNCILS

Job Description

Authority:	WBC/ADC
Directorate:	Economy
Section:	Culture
Post Title:	Web Developer
Post Number:	TBC
Accountable to:	Marketing Manager
Management responsibility for:	N/A
Authority to liaise with:	Internal: staff within Culture and WBC. External: The general public via events and off-site promotions
Meetings attended on a regular basis:	Marketing Meetings weekly
Work Style	Mostly office based; Thursday and Friday. Occasional evening and weekend work

Principal purpose of job (role summary)

The role of Web Developer will support the Marketing team in promoting all aspects of the work of Worthing Theatres, Museum and Art Gallery through our websites.

The role will be responsible for the coding, supporting the creation of innovative design and layout of our website. Web developer responsibilities include building our website pages from the marketing managers concept all the way to completion from the bottom up, fashioning everything from the home page to site layout and function.

The post will contribute to an effective digital communications strategy to engage, interact and build deeper relationships with our audiences and is a key member of the Marketing team.

Main duties, tasks and responsibilities of post holder

1. Write well designed, testable, efficient code by using best software development practices for our Wordpress websites.
2. Stay plugged into emerging technologies/industry trends and apply them into operations and activities.
3. Work with the Marketing Manager, Content and Creative Manager and Senior Digital Officer to match visual design intentions for desired pages.
4. Work with the Marketing Manager and Senior Digital Officer to effectively embed keyword selections and audience targeting to improve Search Engine Optimisation across both sites, tracking KPIs and producing useful reports for management.
5. Work with the Senior Digital Officer to set up tracking codes for both websites in order to track ROI for Google Ads and social media sites.
6. Create website layout/user interface by using standard HTML/CSS practices
7. Integrate data from various back-end services; Google Analytics and our box office database Spektrix
8. Gather and refine specifications and requirements based on technical needs for both the theatres and museum

9. Create and maintain website software documentation
10. Undertake all duties in accordance with Council policies, in particular those relating to Customer Care and Equal Opportunities.
11. Undertake such other duties as may reasonably be allocated to the post holder, which may involve providing assistance in any section of the department as may be required from time to time.
12. Undertake any duties regarding health, safety and welfare at work, civil contingencies and business continuity which may reasonably be allocated to the post holder as a result of legislation, codes of practice or Council policies.
13. Promote the service and Council positively at all times.

The post holder will be required to undertake such other duties as may be required within the grade and competence of the postholder. Therefore, the list of duties in this job description should not be regarded as exclusive or exhaustive.

Duties will be set out in this job description but please note that the Council reserves the right to update the job description, from time to time, to reflect changes in, or to, the role. The post holder will be consulted about any proposed changes. Significant permanent changes in duties and responsibilities will require agreed revisions to be made to this job description.

Job Description agreed by:

Post holder (Print name):	
Signature:	
Date:	
Line Manager (Print name):	
Signature:	
Date:	
Executive Head of Service (Print name):	
Signature:	
Date:	