Role Description

Role:	Development manager
Business function:	Web development
Reporting to:	Products and services director
Managing:	Senior developers, developers
Prepared on:	14th May 2019

1.   Purpose and Scope

The purpose of this Role Description is to describe the **Development Manager** role.

To strategically drive web and mobile solutions for clients. To lead, manage and support the team to achieve high standards through efficient delivery.

This role description is not inflexible but is an outline and account of the main duties and capabilities.   The role holder should however carry out any other reasonable duties commensurate with the role, as the needs of the company require.

2.   Role Responsibilities

2.1   Functional head responsibilities

- To support business growth with clear focus on clients and employees as part of the senior management team

- To create, maintain and communicate the functional strategy and roadmap for each financial year, aligned to the company's growth, strategic direction and goals

- To hold overall responsibility for function performance, budget and target achievement

- To champion continuous improvement for efficient processes and workflows

- To proactively help other teams and support business growth

- To support the team members in achieving their performance objectives through specific strategies and tactics to achieve and report on value

- To line manage the team effectively through coaching style of management and to support them in achieving their objectives and overall career progression, carrying out all day to day elements to include hiring, appraisals, 121 meetings, team meetings, personal development plans, identifying training needs and performance management

- To ensure that the HR are involved with key issues, contractual changes, performance and development

2.2   Key responsibilities

- To deliver hands on client work as necessitated by the need of the business

- To future proof the function from a technical perspective to deliver code which is well-tested and consistently error free, implementing testing process and ensuring that our offering is ahead of our competitors

- To support the business team with pre-sale activities, contributing to RFPs where appropriate and assisting in large pitches to potential clients where required

- To lead all development quotes and required specifications

- To ensure that the development aspects of a project have been scoped and planned accurately.

- To understand the concepts of Waterfall vs Agile project methodologies, and how to apply both techniques to deliver quality outcomes

- To quality assure all work produced by the team

- To be the escalation point for development issues

- To make sure written work adheres to brand/template guidelines and client communication is at an excellent and professional level

- To understand from key stakeholders the requirements for our standard code base

- To maintain a core code library that is modularised and scalable, creating efficiencies across the team

- To set standards for the team to write clean and healthily, structured, well-documented code including overseeing version 'playbooks' for legacy codebases

- To deliver code which is well-tested and consistently error free implementing testing processes

- To design and build database schema with integrity and scalability, with data access layers that are optimised for performance and security

- To look to utilise industry standard software development tools such as source control, deployment servers, test-driven development and build servers where appropriate in an effective manner, standardise process and train the team accordingly

- To understand modern DevOps patterns and practices and guide the development team on adhering to best practice branching and deployment strategies

- To maintain our KSP of having SEO as the core of our software development. To have the latest in-depth knowledge of all onsite and relevant offsite aspects at the heart of every decision on projects or enhancements that they make

2.3 KPIs and reports

- To have a thorough understanding of performance against time and budget and support client delivery in initiatives to improve compliance with the same

2.4 Best practice and organisation

- To keep fully up-to-date with industry developments

- To identify, evaluate and share resources, tactics and techniques, freely sharing knowledge, insight, best practice and ideas across the agency

- To communicate team resource needs internally

- To represent Fresh Egg at industry events when required and to represent the Company in a professional and knowledgeable manner

- To maintain a strong understanding and high proficiency of use of key analytical, market intelligence tools and Fresh Egg proprietary tools

- To formulate a roadmap of active development of internal projects to ensure Fresh Egg are kept up-to-date, and ahead of competition

Key behaviours should be aligned to core values at all times.