Role Description

Role:	**Head of development and design**
Business function:	Development and design
Reporting to:	Products and services director
Managing:	Senior web designer, software architect, senior developer, designer
Prepared on:	1 June 2017

1. Purpose and Scope

The purpose of this Role Description is to describe the **Head of development and design** 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 thoroughly understand the digital industry and client businesses to enable driving of strategic plans

- To support the seamless delivery of all integrated services and alignment to company values and legal requirements

- 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 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 design and development quotes and required specifications

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

- To support the project delivery team to ensure that projects are delivered to time and budget

- To quality assure all work produced by the team

- To be the escalation point for design and development issues

- To future proof the function from a technical perspective ensuring that our offering is ahead of our competitors

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

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

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

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