



Head of development. Job description.



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This job description sets out the scope of the role of Head of development at Fresh Egg, together with the main duties of the post at the date when it was completed. It does not include or define all tasks which the post holder may be expected to carry out. Duties may vary from time to time without changing the nature of the post or the level of responsibility. The post holder may also be required to carry out any other duties as required by their line manager.

1. Reporting to

Company director

2. Line reports

Development team members

3. Scope of role

To lead and manage a team of software developers, supporting them in building industry leading, search engine optimised, robust and innovative software solutions that are fit for purpose.

To develop a strategy for the team to meet the company's goals and objectives, and to improve the quality of the service it delivers internally and externally. To plan and monitor the successful implementation of this strategy.

Responsible for the quality and technical approach taken by team members, ensuring it is in-line with the company strategy – and that projects are delivered on time and on budget.

Creating and maintaining a professional culture within the team, where individuals take ownership and are fastidious and proud of delivering excellence and quality.

To represent Fresh Egg within the industry as an authority on SEO focused web development by contributing to internal and external websites, publications, forums and events as required.

4. Main responsibilities

Team leadership, strategy & planning

- To lead and manage a team of senior software developers and software developers. Line management responsibilities will include technical recruitment, appraisals, 121 meetings, identifying training needs, motivating and performance managing the team
- To drive the strategic direction of our products & services taking into account emerging and legacy technologies
- To oversee strategy for both product and bespoke code base platform definition and implementation
- To strategically decide whether we can inherit existing /support legacy code bases – and how we handle our growing levels of software support

- To devise a tactical plan which can be collaboratively carried out by the team – to implement improvements to our products, services, processes and knowledge sharing within the team
- To plan for team growth considering the blend/level of skills required within team
- To assist in resourcing decisions
- To review project progress and overview of the performance of all individuals in team
- To coaching and performance manage where necessary
- To facilitate the smooth delivery of all projects, enhancements and support delivered by the team
- To make sure that all team members have the latest in-depth knowledge of all onsite and relevant offsite aspects at the heart of all decisions on projects or enhancements that they make
- To facilitate technology and methodology decision making throughout team, including standardisation of system architecture, reusable code base development, versions of software tools, best practice, source control and deployment processes
- To have a clear task list and plan for inducting new members into the team and bring them up-to-speed as quickly as possible
- To make sure that all training and support that team members require is delivered internally or externally

Software development

- To keep up to date with the latest software development technologies and methodologies
- To drive consistent standards and approaches throughout the team
- To write clean and healthy structured, well documented code
- To build future-proof reusable core code libraries, which can be shared, in-order to drive further efficiencies throughout the team
- To deliver code which is well tested and consistently error free
- To design and build database schemas with integrity and scalability with data access layers that are optimised for performance and security
- To maintain our USP of having SEO as our core differentiator

Communication and problem solving

- To use your experience when reviewing and auditing legacy code
- To assist in critical support issues where your experience is required to ascertain the issue quickly and to find the more appropriate resolution
- To take control over critical support instances and putting into place the correct escalation and process to manage and resolve issue as soon as possible
- To create a culture of promoting new ideas or up-sell opportunities within the team for our clients
- To encourage pro-active discussions with client delivery and account management teams
- To contribute regularly to discussions regarding internal process and system improvements in order to ensure maximum efficiency across the company. Including suggesting technical solutions to problems
- To instigate cross team ideas and initiatives – to bring products and services together

- To make sure the development team are integrating other team's services efficiently and that they are offering technical input into how all Fresh Eggs services can be delivered and improved
- To strive to ensure that processes and appropriate levels of knowledge are shared between teams
- To make sure written reports and are written and adhere to brand/template and client communication is at an excellent and professional level
- To make sure quotations take into account all possible risks and contain the appropriate contingency

Technical support

- To lead and oversee all technical quotes, analysis, specifications to make sure they are complete and accurate
- To support the business development team with pre sale activities, contributing to RFPs where appropriate and assisting in large pitches to potential clients where required
- To oversee the technical strategy and implementation of our own internal development stream activities – to make sure they apply to the same standards that we would expect for client work
- To provide training and workshops for clients and/or staff as required

Company best practice

- To stay aware of latest data protection and security threats and to make sure we mitigate against these risks against known industry standards
- To make sure that team/company are aware of these issues
- To ensure your team help your staff develop, a strong understanding of the products, competition, industry, marketing goals and objectives of each client
- To efficiently manage your workload and accurately record your time using the company timesheet system. To make sure your team does so too
- To ensure your knowledge of the software development and search engine marketing industry is kept up to date and relevant by networking/researching/reading blogs and news sources
- To speak/contribute to public industry events and forums as required
- To freely share knowledge, insight, best practice and ideas
- To actively contribute to the Fresh Egg blog

Innovation and research and development

- To proactively drive innovation with new ideas and options made available by new technologies
- To maintain and actively contribute to a list of innovation & research projects
- To assist by offering strategic and technical advice for anyone working on these projects
- Implementing and monitoring ongoing strategies to enable us to deliver quality and excellence through robust testing education and policies that are balanced and appropriate to the scope of project being delivered. To foster a focus on excellence across the development team

5. Key skills and experience

- A senior level software developer with strong and successful technical lead experience
- Experience of leading a team of developers
- A high level of SEO experience, specifically onsite optimisation, but also a full and broad knowledge of effective SEO strategies and techniques
- Advanced level (knowledge and experience) of programming languages and methodologies
- Advanced level of understanding of HTML5 and CSS3 as well as previous iterations of these languages
- Experience of managing, directing and motivating staff to deliver projects with stretching scope and objectives
- Highly numerate and literate, with the ability to produce top quality written specifications and strategy and implementation communication
- Excellent working knowledge of major social media channels including Facebook and Twitter
- Proactive and highly organised, with strong time management and planning skills
- Able to meet tight deadlines and remain calm under pressure
- Experience at advising key stakeholders at senior and board level

6. Key behaviours

- Strong Leadership, professional attitude – and leading by example
- Bright, highly self-motivated and driven
- Passionate about Software Development and SEO, with a general thirst for digital knowledge and a significant interest in new emerging technologies
- Ability to solve problems quickly and completely
- Ability to multi-task and stay organised in a dynamic work environment
- Analytical and inquisitive, with excellent attention to detail
- Innovative and creative, with a concise, precise and effective approach to problem solving and the ability to develop, deliver and evaluate brilliant ideas founded on rock-solid strategic thinking
- Credible, confident and articulate, with excellent communication and presentation skills and the gravitas to deliver ideas clearly and concisely to internal and external stakeholders at all levels of seniority
- Reliable, flexible and cooperative
- Diplomatic and tactful
- Personable and approachable, with an enthusiastic and motivational nature and an overall passion for excellence