

Role Description

Role:	Senior web developer
Business function:	Design and development – Products and services
Reporting to:	Head of web design and development
Managing:	N/A
Prepared on:	10 August 2017

1. Purpose and Scope

The purpose of this Role Description is to describe the **Senior web developer** role.

To work within a project team as the technical lead and build and deliver industry-leading, search engine optimised, robust and innovative solutions that are fit for purpose.

To support and mentor team members.

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 Key responsibilities

- To mentor team members enabling them to achieve their performance targets
- To support pre sales activity
- To demonstrate knowledge of website design integrated with Fresh Egg's other services, making sure they are optimised for user experience and conversion by ensuring that their information architecture is carefully considered
- To keep up to date with the latest web design technologies and techniques in order to discuss them for inclusion within our website creations
- To drive consistent standards and approaches throughout the team
- To maintain our USP of being an 'integrated solution' (i.e. SEO, Insight, Content, Web Development, Design and Social) as the core differentiator
- To produce and oversee design 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

- To be willing to share your technical knowledge and mentor less experienced team members
- To lead and input into client meetings as required

2.2 KPIs and reports

- To have a full understanding of the success of projects and make suggestions for improvement from this information
- To ensure solutions deliver to best value in line with the brief

2.3 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 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.