

## Job Description

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<b>Job Title:</b>	Web Developer
<b>Department:</b>	Marketing and Strategic Initiatives
<b>Reports To:</b>	Manager, Web Strategy
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 9
<b>Effective Date:</b>	June 2021

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### **Primary Purpose**

The Web Developer is responsible for the development and implementation of the University's website user-interface (UI) as well as University Relations' departmental CRM system and other digital communications technologies in support of the University's marketing and communication goals.

### **Key Accountabilities**

#### **Design and development of web technology associated with marketing and communications.**

- Work collaboratively within the Marketing and Strategic Initiatives team and with web developers and website managers across the University to develop the UI of our central CMS (WCMS) and integrated systems while supporting the goals and strategic objectives of University Relations and the University of Waterloo.
- Develop integrated websites, CRMs and other systems proactively by anticipating future needs while being conscious of current trends.
- Determine, provide, and implement appropriate technical solutions for business challenges, including but not limited to developing, maintaining, and providing training for any organizational systems.
- As a WCMS expert, you will create, maintain, upgrade, and customize web applications, features, and forms and all other technical aspects of University web properties.
- Design, develop, and maintain complex web applications using the latest Drupal versions (8 and 9) in conjunction with Pattern Lab.
- Ensure the technical feasibility of UI/UX designs and that all technology, software and initiatives for which they are responsible meet or exceed current best practices with regard to usability, responsiveness, institutional programming standards, industry-wide documentation and business continuity guidelines, web accessibility and legislative requirements.
- Understand and implement recommendations from Information Systems and Technology (IST) regarding web security and standards.
- Ensure that vendor-based, purchased, or in-house developed web applications are scalable and adaptable to meet future requirements.

#### **Collaboration and Outreach**

- Work closely with digital communicators, marketers and designers to anticipate and determine technology needs and to provide technical support and training for existing technology systems and digital initiatives.
- Together with the Manager, Web Strategy manage ongoing development and design of the University's web site.

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- Provide functional and technical support to University Relations colleagues to ensure that all web sites are effective, innovative, branded, user-friendly, accessible and appropriate for their respective audiences.
- Work closely with Information Systems and Technology (IST) colleagues with respect to all new and existing websites and related systems, participating in security audits and standards reviews conducted by IST.
- Interact directly with other University web development professionals to ensure the effectiveness and integration of technical initiatives.
- Where required, provide on-campus technical expertise with respect to digital initiatives related to marketing and strategic initiatives.
- Regularly provide advice on technical solutions and improvements as related to marketing and strategic initiatives.

### **Understands and applies current, relevant market research and institutional knowledge**

- Keep fully informed and knowledgeable about all aspects of web and email marketing and communications trends.
- Maintain a clear understanding of audience needs at different stages throughout the marketing/recruitment funnel in order to enhance the strategies for which they are responsible.
- Keep current with respect to best practices, maintain awareness of trends and advances in the technology industry, undertake ongoing professional development, take note of significant developments that impact the digital marketing of the University, and research and recommend enhanced technology initiatives to improve marketing strategies and activities.
- Monitor emerging technologies and systems employed by the University's competitors and the private sector and provide appropriate advice and recommendations.
- Understand the role of research in evidence-based strategies and collaborate with others to establish research objectives and create data analysis solutions to inform decision-making, strategy development, and budget; to determine the optimal methods of evaluating the effectiveness of the strategies for which they are responsible; and to ascertain and recommends the most effective enhancement.

### **Project manages workflow and business practices**

- Assume project management responsibilities for all initiatives for which they are responsible, including personnel, resources, time, and budget; follow institutional procedures for obtaining quotes for externally produced work/products; and ensure proper control of expenditures for the strategies for which they are responsible.
- Maintain clear, consistent, detailed documentation and disaster-recovery standards for all projects, including systems configuration, in order to maintain business continuity.
- Regularly review system functionality and business continuity based on input and insight obtained from IST and other internal experts with respect to recommended checkpoints.
- Develop, write, and follow marketing action plans that accurately document all components of each particular initiative for which they are responsible, and contribute appropriate updates to strategic and tactical plans.

### **Other Duties**

- Perform other duties of a comparable level/type as assigned.
- Participate in the administration of specific department-wide responsibilities and other general and specific duties as determined.

*\*All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and*

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*safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

### **Required Qualifications**

#### **Education**

- Bachelor's degree, preferably in a technology-related field such as computer science, web development or software engineering, or equivalent experience

#### **Experience**

- 5+ years of experience in developing website user interfaces with experience working in a large organization with complex information architecture, preferably within post-secondary education.
- 5+ years of experience in a technology role related to marketing and/or communications, preferably in a not-for-profit or educational setting.
- Demonstrated experience handling large data sets, including: parsing, scraping, and formatting data into visualizations.
- Experience in the implementation, integration, and customization of enterprise technology, such as CRM systems, with ability to manage both applications and databases.
- Proven ability, extensive experience, and strong working knowledge and understanding of integrated communications strategies within a highly complex institution and competitive marketplace.

#### **Knowledge/Skills/Abilities**

- Proven expertise in programming languages, including but not limited to PHP, HTML/XHTML, CSS, JavaScript and MySQL or other relational database technologies.
- Proven ability with theming and building modules in a CMS. Experience with Drupal 8 and Pattern Lab is an asset.
- Experience configuring and customizing CRM systems. Experience with SugarCRM or SuiteCRM is an asset.
- Experience using version control systems such as Git to develop code collaboratively.
- Demonstrated understanding of best practices in user interface design, information architecture, website navigation, usability testing, accessibility standards, testing and requirements gathering.
- Clear understanding of audience preferences with respect to technology.
- Thorough command of the technology associated with social media and digital communications, sophisticated client service and digital communications skills, and high level of energy and passion with respect to this area of rapid change and innovation.
- Excellent written and oral communication skills, including the ability to translate technical concepts into simple language or visual schematics in order to facilitate understanding among campus colleagues and leaders.
- Ability to build consensus, foster teamwork among a variety of stakeholders, and lead integrated project teams.
- Strong organizational skills coupled with proven ability to effectively document work, handle multiple tasks, meet deadlines, and excel in a fast-paced environment characterized by changing priorities.
- Demonstrated ability to thrive in and contribute to an integrated and collaborative team environment and to apply a positive team approach to working with colleagues.
- Keen sense of responsive client service.
- Expert knowledge of social media trends, digital analytics tools, and maintenance of content for strategic digital communications that meet the overall communications objectives.
- Familiarity with mobile marketing, banner advertising and email marketing.
- Flexibility to adapt to unexpected and time sensitive demands.

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- Keen sense of responsive client service.
- Advanced knowledge of Microsoft Office products, including Word and Excel, PowerPoint and other graphics and/or presentation software.

### **Nature and Scope**

- **Contacts:** Interacts with colleagues and groups across the UR and the University (e.g. IST) and at all levels to lead and develop awareness, understanding and competency with digital and web-based marketing and communications.
- **Level of Responsibility:** Project manages a University-wide function or process to recommend, implement, and provide training and support for technical solutions that result in the efficient and effective operation of all websites, applications, databases, and systems associated with MSI strategies.
- **Decision-Making Authority:** Continually makes decisions about the most effective methods of operationalizing all strategies for which they are responsible, including market research, hardware and software purchases, personal interactions and collaboration, workflow, consultation, and other key accountabilities; determines the optimal course of action to solve problems and to exert a positive influence on other stakeholders.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment; periods of extensive sitting and concentrated use of visual senses.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with project management level responsibilities. Responsiveness is critical to the role. Intermittent work outside the normal operating hours of UWaterloo can be expected.