

Job Description

Job Title:	Web Developer
Department:	Marketing & Strategic Initiatives
Reports To:	Manager, Information Architecture & User Experience
Jobs Reporting:	None
Salary Grade:	USG 9
Effective Date:	May 2017

Primary Purpose

The Web Developer is responsible for the design, development and implementation of web 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 with appropriate individuals and groups on web and related technologies that support the goals and objectives of University Relations and the various groups they serve across campus.
- Proactively develop, manage, co-ordinate, and provide technical support for web properties and technology, including databases, software, web forms, backend systems, and websites.
- Determine, provide, and implement appropriate technical solutions for business challenges, including but not limited to developing, maintaining, and providing training for any organizational systems.
- Utilize expertise with respect to the University's content management system (CMS) to 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 that incorporate innovative use of technologies.
- Ensure the technical feasibility of UI/UX designs and that all technology, software and initiatives for which s/he is responsible meet or exceed current best practices with regard to usability, responsiveness, institutional programming standards, industry-wide documentation and business continuity guidelines, and web accessibility legislative requirements.
- Understand and implement recommendations from Information Systems & 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 others as appropriate to anticipate and determine technology needs and to provide technical support and training for existing technology systems and digital initiatives.
- Together with the Manager, Information Architecture & User Experience manage ongoing development and design of the University's web site.
- Provide functional and technical support to University Relations colleagues to ensure that all web sites are effective, innovative, attractive, user-friendly, and appropriate for their respective audiences.

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- Consult and co-operate regularly and consistently with Information Systems & Technology (IST) colleagues with respect to all new and existing systems and participate 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 marketing and communications trends.
- Maintain a clear understanding of audience needs at different stages throughout the marketing/sales funnel in order to enhance the strategies for which s/he is 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 s/he is responsible; and to ascertain and recommends the most effective enhancements.

Project manages work flow and business practices

- Assume project management responsibilities for all initiatives for which s/he is 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 s/he is 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 s/he is 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.

Required Qualifications

Education

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

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- 5+ years of experience in user interface design with experience in designing usable web-based interfaces, preferably within the education sector.
- 2+ years of experience in content marketing.
- Demonstrated experience with data munging: parsing, scraping, and formatting data into visualizations.
- 5+ years of experience in a technology role related to marketing and/or communications, preferably in a not-for-profit or educational setting
- Experience in the implementation, integration, and customization of enterprise technology 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 HTML/XHTML, PHP, MySQL/MSSQL or other relational database technologies, CSS, and JavaScript/jQuery.
- Proven ability with programming and building modules in a CMS (ideally Drupal).
- Demonstrated understanding of best practices in information architecture, navigation, the identification of functional requirements, user interfaces, usability testing, accessibility standards, and testing.
- Clear understanding of audience preferences with respect to technology.
- Thorough command of the technology associated with social media and the digital world (from the evolving social web to mobile tools and trends), 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.
- Keens 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.
- Keen sense of responsive client service.
- Advanced knowledge of Microsoft Office products, including Word and Excel, PowerPoint and other graphics and/or presentation software.
- Expert HTML/XHTML, PHP, MySQL/MSSQL or other relational database technologies, CSS, JavaScript/JQuery, CMS/Drupal and related analytics.

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

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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 s/he is responsible, including market research, hardware and software purchases, personal interactions and collaboration, work flow, 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.