Senior Front-end Developer
Marketing, External Relations

Closing date: 19 December 2018
Interview date: Week commencing 14 January 2019
Vacancy reference: 7200
INTRODUCTION

York is a successful and globally recognised university with ambitious plans for the future. In order to achieve its goals, the University recognises that effective marketing is critical to maintaining and strengthening its position in a globally competitive environment, and that digital marketing plays an important role in our marketing strategy.

Following a significant restructure the new Marketing department was formed in February 2017 to deliver an agile, responsive and professional service to support the University’s objectives. A team of around 40 people and comprised of two key branches, Strategic Marketing and Marketing Services, we aim to transform University marketing and provide best-in-class solutions and services in all we do.

Reporting to the Digital Platforms and Developments Manager, you’ll work in a team of developers, UX designers and a search, analytics and advertising specialist to deliver well-designed and robustly-built webpages, and to help to maintain and deliver our digital platforms to a large and diverse audience.

You will be taking a lead on maintaining the University’s pattern library for web development and implementing front-end code in a variety of digital platforms, as well as managing a front-end developer to help shape the way we deliver digital marketing.
Main purpose of the role

You will be part of a multi-skilled team, leading the front-end implementation of creative designs and interactive features for the University website, including integrating with the web CMS. At an exciting period in which you will roll out a responsive redesign of our web pages, you will work with a living pattern library that is under constant development.

You will take responsibility for the line management of a front-end developer within this cross-functional team, showing clear leadership as you develop HTML, CSS and JavaScript, and fully utilising your experience of executing responsive designs for a large and complex site.

You will also be required to help maintain and develop a range of digital platforms, including our search engine, digital signage and bulk email provider.

Key responsibilities

(Role holders will be required to undertake some or all of the duties below)

- Work collaboratively as part of a cross-functional team, leading the implementation of HTML, CSS and JavaScript code for new website designs and features, including planning for modular re-use of components and deployment to large numbers of diverse pages
- Manage the integration of front-end code with TerminalFour’s Site Manager (content management system)
- Implement high standards of version control, testing and coding best practices across the development team
- Select and use appropriate design patterns and frameworks to be used in projects
- Document code so that other team members can easily collaborate on projects and integrate with other applications
- Clearly specify, monitor and report on technical projects so that the team and senior colleagues understand the status of ongoing work
- Roadmap planning and project prioritisation processes within the team
- Proactively update personal knowledge and skills in front-end development to ensure we are making the best of the technologies available to us
- Maintain knowledge of web-related developments across the University, contributing your expertise to relevant groups where appropriate
- Take a lead in the maintenance of our digital platforms, and develop and document our systems and processes
- Share digital support duties with members of the team, including pitching in with other roles when under pressure
- Line-management of a front-end developer

JOB DESCRIPTION

At a glance

- **Salary**: Grade 6—£32,236-£39,609 a year
- **Hours of work**: Full-time—37 hours a week
- **Contract type**: Open
- **Based at**: Heslington Campus West

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## PERSON SPECIFICATION

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<thead>
<tr>
<th>Qualifications</th>
<th>Essential / Desirable</th>
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<tr>
<td>Undergraduate degree or equivalent professional experience</td>
<td>Essential</td>
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<tr>
<th>Knowledge</th>
<th>Essential / Desirable</th>
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<tr>
<td>Knowledge of best practices in front-end development</td>
<td>Essential</td>
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<td>Understanding of web usability principles and practices</td>
<td>Essential</td>
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<td>Understanding of web accessibility and the application of technical solutions to accessibility challenges</td>
<td>Desirable</td>
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<th>Skills, abilities and competencies</th>
<th>Essential / Desirable</th>
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<tr>
<td>Ability to use modern HTML and CSS to create robust, accessible and efficient web pages and applications</td>
<td>Essential</td>
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<td>Ability to use JavaScript, including jQuery, to add interactivity to web pages and applications</td>
<td>Essential</td>
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<td>Ability to manage code through version control and deployment systems</td>
<td>Desirable</td>
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<td>Ability to assess and understand new platforms, and integrate them into existing infrastructure</td>
<td>Desirable</td>
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<tr>
<th>Experience</th>
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<tr>
<td>Experience of implementing responsive designs for large and complex websites</td>
<td>Essential</td>
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<td>Experience of integrating front-end code into a content management system</td>
<td>Essential</td>
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<td>Experience of working collaboratively on a project team with designers, back-end developers and content editors</td>
<td>Essential</td>
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<td>Experience of supervising and mentoring a junior colleague in a similar role</td>
<td>Desirable</td>
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<td>Experience of building and maintaining a pattern library or living style guide using automated build processes</td>
<td>Desirable</td>
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<td>Experience of using TerminalFour’s SiteManager CMS</td>
<td>Desirable</td>
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<th>Personal attributes</th>
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<td>Keen interest in new developments and trends on the web</td>
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<td>Good verbal and written communication skills, with the ability to communicate clearly with both technical and non-technical colleagues</td>
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<td>Good organisational and self-management skills, with the ability to juggle tight deadlines and competing workloads</td>
<td>Essential</td>
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<td>High levels of accuracy and attention to detail</td>
<td>Essential</td>
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THE DEPARTMENT

Marketing is an exciting new department in the External Relations directorate and was created in February 2017 following a significant restructure.

Bringing together a wide range of knowledge and expertise, Marketing has responsibility for brand identity, content, communications, design and digital at York. The team provides agile, responsive and professional support to departments to maintain and strengthen the University’s reputation around the globe.

Working across five key workstreams of brand, research profile, student recruitment, student experience and staff engagement, the team works in partnership with colleagues across the University to provide best-in-class marketing and communications solutions to help achieve institutional and departmental objectives.
THE UNIVERSITY

Founded on principles of excellence, equality and opportunity for all, the University of York opened in 1963 with just 230 students. In 2018 it is the home of more than 17,000 students across more than 30 academic departments and research centres. Since opening over fifty years ago, we have become one of the world’s leading universities and a member of the prestigious Russell Group.

We are consistently recognised as one of the leading Higher Education Institutes and are ranked 16th in the Times & Sunday Times league table (2017). The University of York has won six Times Higher Education (THE) Awards and five Queen’s Anniversary Prizes.

The University is proud of its association with Athena SWAN, holding 12 awards in support of gender equality, representation and success for all, with gold awards for Chemistry and Biology and a University-wide bronze award.

Of 154 universities that took part in the Research Excellence Framework (REF) in 2014, The University of York ranked 14th overall and 10th for the impact of our research. The University is consistently in the top ten UK research universities and attracts over £60m a year of funding from research alone.

Our vision is to make the University of York a world leader in the creation of knowledge through fundamental and applied research, the sharing of knowledge by teaching students from varied backgrounds and the application of knowledge for the health, prosperity and well-being of people and society.
Attractive workplace

Centred around the picturesque village of Heslington on the edge of the city of York, our colleges are set in an attractive landscaped campus. York enjoys a safe, friendly atmosphere with facilities including bars, shops, theatres and concert halls all within easy walking distance.

The University has undergone an unprecedented period of expansion and renewal since 2000. We have invested in twenty new buildings on the original campus and have completed the first and second phases of a £750m campus expansion. Our investment in new colleges, teaching and learning spaces, laboratories, research facilities and a new sports village mean there has never been a better time to join us.

During this period of change we’ve worked hard to retain our friendly, informal and collegiate atmosphere, which is important to our core values of inclusivity and interdisciplinarity.

We have a thriving international community and are committed to providing staff moving to York with as much support as possible through our Relocation Package and Welcome Officers.

The University is committed to promoting a diverse and inclusive community - a place where we can all be ourselves and succeed on merit. We offer a range of family friendly, inclusive employment policies, flexible working arrangements, staff engagement forums, campus facilities and services to support staff from different backgrounds.

For further information please visit our employee benefit pages.
THE CITY AND THE REGION

The City of York

Internationally acclaimed for its rich heritage and historic architecture, York's bustling streets are filled with visitors from all over the world. Within its medieval walls you will find the iconic gothic Minster, Clifford’s Tower and the Shambles - just a few of the many attractions.

But York isn’t just a great place to visit - it’s also a great place to live and work. While nourishing a vibrant cosmopolitan atmosphere, York still maintains the friendly sense of community unique to a small city.

Visit www.visityork.org for more information on the city of York

Shopping, culture and entertainment

York boasts specialist and unique boutiques but also all the high street stores on its busy shopping streets. Alongside them you will find cinemas, theatres, an opera house, art galleries, a vast range of restaurants, live music venues and clubs. York is particularly renowned for its multitude of pubs and bars, from the modern to the medieval.

Housing and schools

Whether you choose to live close to the city, in one of the surrounding villages or further afield, you will find a wide range of housing within comfortable distance of York and the University. For families, the area has a range of excellent schools both in the state and independent sector.

Great location

York is one of Britain’s best-connected cities. Halfway between London and Edinburgh on the East Coast mainline, on intercity trains you can reach London King’s Cross in less than two hours and Edinburgh in two and a half hours. York is also well served by road links, and it is easily accessible from the A1, M1 and the M62.

For those travelling from overseas, Manchester Airport is two hours away and Heathrow Airport just three and a half. Flights from nearby Leeds Bradford Airport provide easy access to mainland Europe. By Eurostar from London St Pancras, Paris is just over six hours away.

Yorkshire

The Lonely Planet guide recently declared Yorkshire the third best region in the world to visit. There is something to cater to every taste, whether it be the rugged landscapes of the Moors or the Dales, the picturesque seaside towns of Scarborough and Robin Hoods Bay, the gothic architecture of Whitby or the vibrancy of cosmopolitan Leeds.
Apply online

- Go to https://jobs.york.ac.uk
- Find this job using reference 7200
- Complete the online application form

You will need to submit your completed application by midnight (local UK time) on 19 December 2018

What will I need?
You will need to upload:
- your CV
- a letter describing how you meet the requirements of the job

You will also need details of 2 referees.

Help and assistance

Direct any informal queries to Chris Marsh on 01904 324107 or chris.marsh@york.ac.uk

If you have any questions about your application, contact the HR Services team:

recruitment@york.ac.uk
+44 (0)1904 324835