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| **Post title** | Web Developer |
| **Responsible to** | Marketing HUB Manager |
| **Salary** | Grade F £22,992 - £25,923 |
| **Job purpose** | Working closely with the Marketing HUB Manager, the post holder will maintain the College’s website(s), ensuring provisions are up to date and accurate each academic year. |
| **Hours** | Up to full time. The actual distribution of working hours will need to be flexible to reflect the varying needs of the College. Time off in lieu is provided for these instances. |
| **Location**  | Ability to work at any college site. |

**Main duties and responsibilities**

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| 1 | To work with all Halesowen College staff to ensure up to date and accurate information is accessible via [www.halesowen.ac.uk](http://www.halesowen.ac.uk)  |
| 2 | To work with the College’s external web development team in order to develop and maintain [www.halesowen.ac.uk](http://www.halesowen.ac.uk) |
| 3 | To ensure a high level of accuracy is maintained throughout all work and that all marketing materials produced are correct and meet quality standards. |
| 4 | To work with the College’s web team to ensure [www.halesowen.ac.uk](http://www.halesowen.ac.uk) is search engine optimised, to improve performance in search engine results pages. |
| 5 | To monitor website visitor statistics on an ongoing basis and provide reports as and when required. |
| 6 | To liaise with appropriate organisations in order to create hyperlinks between sites. |
| 7 | To manage and monitor Google Adwords campaigns. |
| 8 | To work with the College’s software development team to continue to develop and improve the website enquiry and application process, to ensure it is as efficient as possible. |
| 9 | To improve search engine performance through link generation and inclusion on related key portals and directory. |
| 10 | To ensure the website is compliant with the Competition and Markets Authority, and accessibility legislation under the Disability Discrimination Act. |
| 11 | To maintain up to date knowledge with regard to latest developments in internet technology, and make recommendations to Halesowen College.  |
| 12 | To participate in the College’s appraisal process. |
| 13 | To work from a style guide where necessary. |
| 14 | To undertake other duties as reasonably required within the general scope of the post.  |