

Front End WordPress Web Developer

Job Description

March 2021

- **Type:** Full Time, Permanent
- **Place of Work:** Leicester (City Centre)
- **Hours of Work:** - 8:30am - 5:00pm
- **Level:** Beginner - Intermediate
- **Department:** Web Development
- **Salary:** £22,000 - £26,000
- **Last Updated:** 8 March 2021

This job description has been designed to clearly outline and define our expectations of your duties and responsibilities for this role at Wyze Digital.

Our Mission

To design and create outstanding integrated marketing campaigns & digital experiences for our client's eCommerce brands.

Our Vision

To create a market-leading eCommerce agency, built by a team of industry experts, who are passionate about delivering high quality work for our clients.

Our Values

We Strive for Excellence - We take pride in the quality of our work and actively push ourselves to improve our skills.

We Build Relationships - We build trusting, positive and respectful relationships with each other and with our clients. We show respect, share ideas and support each other in our goals and challenges.

We Value Process - Great internal processes improve our quality and make us more efficient & consistent.

We Have Fun - We love what we do, we have a great time working together and strive for an exciting, healthy and comfortable working environment.

We Are Wyze - We make smart decisions for the long-term. We understand that success in marketing, business & in our careers is not solely based on the time we put in, but in how we use it.

The Role

As a developer, you are an integral part of our Operations Team - responsible for the planning, building, testing and maintenance of our clients' eCommerce stores and Web Applications. Your primary goal will be supporting the delivery of our Development work on-time, on-budget and to standard.

You will be involved in the whole process of our web projects from discovery, proposals and meetings to the wireframing, development and launch of a completed project.

At times, you will also support our ongoing integrated marketing projects when development is required - this could include creating landing pages or supporting with technical SEO tasks.

As a process-driven agency, you will be working to our internal processes and standards as well as helping us to expand and adapt these on a regular basis.

Whilst you may specialise in key areas of Website Development, our team are expected to be multi-disciplined, building their skills in both 'Front-end' and 'Back-end' Development. You will be highly experienced and proficient with the Open Source platform WordPress and also have experience working within the eCommerce sector and the associated challenges.

You are happy to go the extra mile to hit deadlines, support our clients and to consistently push your own skills and experience as you go, and will be rewarded for doing so.

You take it upon yourself to learn new skills and build upon your knowledge. You'll allocate time for study and have an interest in attending relevant industry events to continually improve your skills, observe trends and adopt best-practice.

Responsibilities

1. Develop carefully considered, technically sound eCommerce stores and website applications from approved designs using HTML, CSS, PHP & JS - primarily using WordPress as a CMS.
2. Developing a CMS system for clients to manage and update their content using the layouts and infrastructure you have built - mostly using ACF (Advanced Custom Fields) and WordPress.
3. To constantly review, refine and check your work as you go, to avoid unexpected delays and excessive snagging phases at the end of projects/presentation of work.
4. Liaising with project managers and clients to understand objectives, expectations and provide status updates. Promptly raising any concerns against delivery deadlines, budget allocation or technical requirements with the Project Manager.
5. Supporting your colleagues in their skills and challenges to expand the overall knowledge of the Development Team.
6. Challenge and contribute towards the evolution of both our Web Development Process and Standards.
7. To regularly back-up your work on all projects, ensuring that never more than a working day's efforts can be lost or compromised at any time.
8. To escalate any concerns or issues surrounding the integrity of your work or the work of your colleagues.
9. You will continually advance your own development knowledge through frequent study and ambitious, progressive development within projects.
10. Supporting the scoping and planning eCommerce projects and a diverse range of technical challenges

Skills

The following experience is desired but not essential:

(For skills you do not yet possess, these will likely become items to learn and improve in your personal development plan).

1. Excellent working knowledge of Front-end Development Languages HTML5 & CSS3. Ability to hand-code semantic and accessible markup across these languages
2. Experience with some Javascript frameworks such as. JQuery, Angular JS, React, Vue, etc
3. Sufficient knowledge of Back-end Development Languages PHP, MySQL, Command Line tools and SSH
4. Working knowledge of Hosting Management, DNS configuration, CDNs, SSL and CloudFlare
5. Experience of theme development principals with WordPress (ideally Magento but not essential)
6. Working knowledge of Git Version Control and deployment to staging and production environments
7. Proficiency with handling creative visuals exported from Adobe CC
8. The ability to prioritise workload and deliver projects on time
9. Adequate knowledge of the GDPR and how User Data and PI should be consented, collected, stored and handled as both a Data Processor and Controller.
10. Up-To-Date knowledge of page speed, technical/on-page SEO and Google best-practice

Benefits

- 23 days holiday per year plus all (8) British Bank Holidays
- 3% Match Pension
- Macbook pro
- Regular career review + performance incentives
- A space in our comfortable office in a Creative Business Hub
- Access to Industry Conferences & Events
- Access to an on-site cafe - with great coffee and amazing lunches

Organisational Expectations:

Responsible for your own day-to-day workload, you will be expected to consistently plan your time diary in to meet client deadlines and balance your workload. We have the following expectations of our team:

Monthly

1. Plan client milestones in keeping with your calendar to ensure your work is correctly allocated, prioritised & visible
2. Attend a regular catch up with your line manager to track the progress of your performance, personal goals and career goals against the 6 monthly PDP document.
3. Consistently maintain your Training Record to reflect all training and R&D supportive of your personal and career goals. Training Records and Manuals are to be presented in PDPs.
4. Personal Professional Development – appropriately schedule ‘skills development’ time to enhance your own skills, best practice and observe industry trends.

Weekly

1. You should be looking at the week ahead to ensure that your Calendar is fully up-to-date to provide visibility to others and planning for yourself. A week’s calendar planning should be visible at all times.
2. Provide all clients (that you are leading) with consistent weekly updates relating to work completed against milestones, overdue deliverables from clients and general progress.

Daily

1. Prepare for and attend our morning ‘Scrum’ meeting to outline your goals and projects for the day
2. Maintain an accurate, daily account of your completed work and activity on Google Calendar.
3. TeamWork Projects – use our project management system to maintain an accurate account of progress for each task/project worked on to ensure they accurately reflect progress. Leaving commentary on tasks as they are progressed/completed.
4. All client assets and files must be safely and accurately stored within the Company document storage structure to ensure they are accessible to all relevant members of the team at all times
5. Maintain adherence to all company policies around Data Management and Security
6. Ensure all development work is fully backed-up before and after a period of work

Progressing your career further...

During your time as a Front End Developer, you may be able to support the business and team further by contributing outside of your standard duties. Here are some examples of how you may excel within the role:

1. Contribution to the evolution of our process, standards and infrastructure

by continually improving our development standards and processes to produce innovative, high quality and efficient work. This could be through improving the process of our modular development, creating reusable modules or introducing new coding practices.

2. Sharing Your Successes

through writing thought leading blogs, case studies or speaking on webinars and conferences; you are actively building both your personal brand and the Wyze Digital brand in the marketplace by documenting your journey in web development. Your efforts here can attract talent into the team, build your/our social following and inspire your colleagues.

3. Ownership of our company hosting and infrastructure

as a revenue stream of the business and highly impactful on client website stability, our hosting and infrastructure is an essential part of the business. A Developer with a passion and the necessary experience to drive this forward can hugely contribute to the business by improving the profitability, performance and operation of our service.

4. Taking ownership over a key product

a developer can excel within their role by becoming a key product specialist. Whether WooCommerce, WordPress or M2 - this would be manifest in skill, confidence and pushing the boundaries of our work. For services such as Magento, this may also include certification to strengthen the brand and solidify best practice.

5. Assuming a lead developer role

by setting a prime example to colleagues through project management or the execution of highly skilled work. A lead developer would act as an inspiration, tutor and mentor to other developers and colleagues within the business. You'll take an active role in all of our processes and work with the teams to support the directors in executing our operations.

The examples above are to illustrate the various paths you may take in your role here. They do not do not replace personal and company objectives tracked within your own PDP. You will receive your own tailored objectives after commencing the role.