University of Edinburgh

1. Job Details
Job title: College Web Developer
School/Support Department: CHSS College Web Team
Line manager: Deputy College Registrar

2. Job Purpose
To lead and manage a team responsible for redesigning, developing, restructuring and maintaining web sites within the CHSS, 10 Schools and the Office of Lifelong Learning. The team has to be proactive, and to deliver the College’s key strategic aims of recruiting international and PG students and disseminating information about College research.

3. Main Responsibilities

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<th>Time (%)</th>
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<tr>
<td>1. Lead and manage the Web team of 4 staff growing to 6. Allocate work; train in routine and one-off tasks; oversee quality of work produced; motivate and mentor staff; handle discipline.</td>
<td>40%</td>
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<td>2. Lead a rolling project to create new CHSS web pages, and restructure and improve all CHSS web pages. Introduce databases to underpin all web pages – to ensure accuracy of information and speedy updating and to ease progression to the new University Web Strategy.</td>
<td>20%</td>
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<td>3. Define the support structures needed for the 12 major CHSS web sites and 50+ subsidiary sites. Produce policies for College approval. Develop plans for those web sites fully supported by the College Web Team, and for a few with some local support; liaise with their web developers, setting guidelines for developments, advising on contracts and supervising work.</td>
<td>20%</td>
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<td>4. Responsible for the creation and roll out of the CHSS plans for introducing the University’s new Content Management System, Polopoly. Technical and complex role. The work is just beginning; as it increases its demands, other duties will be delegated.</td>
<td>5%</td>
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<td>5. Oversee the absorption of OLL’s web requirements, to assist College goal of assimilation.</td>
<td>5%</td>
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<td>6. Work with CPA to achieve a market focus to College websites, once the marketing officers are appointed. Continue to guide CHSS until marketing template is produced by CPA in ~1 year.</td>
<td>5%</td>
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<td>7. Represent the College Web Team on the CHSS Computing &amp; Equipment Committee; contribute to strategic web developments and the integration of policy across the College.</td>
<td>2.5%</td>
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<td>8. Ensure that the contents of the College web pages meet the University’s duties under the Disability Discrimination Act, Data Protection Act and Freedom of Information Act.</td>
<td>2.5%</td>
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4. Planning and Organising
- Short (<1 hour) and long-term (>6 months) planning for a team of four on the maintenance, upgrade and development of the college web sites and services to satisfy marketing, admin, research and recruitment needs as well as to implement University-wide initiatives and services.
- Respond with speed and flexibility to changing development priorities and a daily influx of urgent demands that arrive from offices all around the College.
- Find new solutions to technical challenges: web developments have to be scalable, to be able later to include emerging technologies e.g. XHTML, CSS2, Dublin Core Meta tags.

5. Problem Solving
- Solve varied daily problems e.g. constant growth of scope and technical complexity of webpages and the legal implications in web development.
- Decide how to integrate legacy websites and database systems into new sites, together with corporate branding. Overcome problems caused by sites being badly structured and undocumented by previous developers.
- Persuade a School to reconsider the focus of their website: not easy, when months of work have been invested, and sometimes money as well on external developers.
• Review and balance workloads of the team when promised copy is not received by due date; use initiative to reallocate duties and prevent a site suffering planning creep.
• Due to lack of clear guidelines from Central Offices, use own initiative to produce team guidelines based on the W3C’s own policies, and general good development practices for the College.

6. Decision Making
• Allocate work to all staff, tasks to play to their strengths or teach them new skills; ensure, overall, CHSS priorities are met. Analyse development needs of staff and set up training. Manage workloads; motivate staff; handle discipline problems.
• Take more complex and unpopular decisions on School proposals for websites that do not meet the College or University norms for design and structure.
• Decide on whether an external web consultant should be employed (and if so advise on the contract).
• Select the right web development technology for each new and complex problem; train staff to implement it.
• Proactively seek solutions from MIS and EUCS, who run the servers on which the School sites are mounted.
• Create, monitor and maintain College policies and strategies for web developments e.g. Search Engine Optimisation, Structure, Project Documentation etc.

7. Key Contacts/Relationships
• Staff in CHSS: academics and School Administrators. University Web Manager; CPA; EUCS and MIS colleagues.
• External photographers and web developers commissioned to aid the College with web development.
• General public, who contact the team with problems, suggestions and queries.

8. Knowledge, Skills and Experience Needed for the Job
• Degree in Computing and 4 years’ experience of management, user support and HE Institutions.
• Experience of working in a Web development environment and an in-depth knowledge of Operating Systems, HTML/CSS, multiple programming languages/approaches (e.g. OOP, UML, Frameworks etc.) and relational databases. Creation of documentation, plans and logs with the Microsoft Office suite.
• Experience in target browser compatibility testing, end user compliance testing, and web accessibility testing against accepted industry standards.
• Knowledge of online marketing, with relation to the optimisation of websites for high search engine visibility.
• Working knowledge of web related legislation e.g. the Data Protection Act, DDA, W3C guidelines.
• Aptitude for problem solving, ability to think quickly & acquire new skills independently. Excellent communication and people skills, including diplomacy and negotiation skills. Ability to work with a great deal of independence.

9. Dimensions
Line manager for a team of four staff increasing to 6 in June (the 2 UG student placements will be replaced with 1 copywriter, 1 CD1 and 2 fixed term developers on the CD1 scale). Responsible for 12 main sites (between 200 and 2000+ pages per site) and 50+ subsidiary websites varying in size (10 to 2000+ pages) and managing this technical complexity.

10. Job Context and any other relevant information
Under great pressure to improve all CHSS sites for PG and international recruitment. The post holder has to create guidelines as no university guidelines on marketing exist. Any member of staff in the College can contact the post holder for web work, support or advice: this ranges from static cooperate branded pages to completely undocumented programming and databases from internal and external developers. The job operates in a complex and changeable technical field that is a hybridisation of Software development and marketing.

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