

JOB DESCRIPTION

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Job Title:	Web Developer
Campus:	Mauritius
Grade	4
Period:	Fractional at 0.5
Reporting to:	Associate Director - Marketing, Business Development and Communication

Overall Purpose

The Web Developer is responsible for developing, maintaining, and updating the Middlesex University Mauritius corporate website according to the needs and specifications of the institution. You will report to the Associate Director - Marketing, Business Development and Communication and work closely with the London campus website team to ensure all work is completed to a high standard, create visually appealing pages that feature user-friendly design and clear navigation. Additionally, you play a key role to implement our new web transformation project to make recommendations on areas that need improving/divesting to improve relevance, and positively impact the user experience in a localised context.

With hands-on experience and a background in web technology, you will bring new and creative ideas to keep improving the overall design of the University website to meet the needs of prospective and current students, alumni, stakeholders and the various academic departments that support research and education. By using industry standard approaches to design, coding and leading web technologies across all digital channels and online communications materials, this role provides a pivotal link between our brand objectives and our offline communications to engage and further enhance our relationships and reputation with our global audience.

Principal Duties

The incumbent will be responsible to:

- Regularly update of the corporate website
- Manage the asset library (PDFs, videos, images, etc)
- Assist in redeveloping existing web pages where required in collaboration with the London web team
- Work closely with stakeholders to ensure new material and content is displayed in a timely manner and to a high standard
- Manage and respond to feedback and questions sent to the webmaster inbox
- Attend training provided by the London web team on new technology, tools, and approaches to support evolving needs and business goals
- Provide end-user technical support for web applications
- Support the web transformation project with web content and communications team in London

- Work collaboratively and creatively with (non-technical) communication providers/content owners and members of the communications team in the creation and maintenance of websites, while adhering to university web standards and publishing new content and ensuring proper page layout and style
- Develop and maintain website information and architecture by pulling analytics for performance including 404 errors, SEO, etc.
- Serve as the in-house technical expert for Middlesex University Mauritius website, helping in problem solving and proactively maintaining the website
- Provide quarterly reports on SEO, improvements, load speeds, user experiences that are data supported with goals to achieve more website traffic
- Use web crawler software such as SEMrush to improve SEO metrics, addressing broken links and technical issues, and refine meta descriptions
- Develop and maintain responsive design for mobile devices and multi-platform capabilities

The postholder will be expected to work closely with all members of the team, provide cover and assistance when necessary, and participate within the team as requested. Other duties and projects will be added as required by the Associate Director - Marketing, Business Development and Communication.

The ideal candidate would be a self-starter with excellent communication, and organisational skills as well as a keen eye for detail. It is also important for the candidate to have a good team working skills, be hands-on and be able to work in a small team that deal with a diverse stakeholder group.

PERSON SPECIFICATION

Job Title: **Web Developer**

Campus: **Mauritius**

Education / Qualifications

Essential:

Bachelor's degree in website design, user experience, or related field

Essential Knowledge and skills:

- Three or more years of experience in the web application, development, and design
- Excellent oral and written command of English
- Demonstrable knowledge of HTML and CSS
- Experience in web content management (such as WordPress)
- Familiarity with Google Analytics and email marketing metrics
- Effective at building relationships, ability to work within a matrix framework
- Excellent organisational skills, attention to detail and ability to deliver to demanding deadlines
- Enthusiastic team player who can also work on own initiatives
- Experience in supporting web and content development of websites as part of broader marketing communications strategy on and offline

- Ability to work independently in a fast-paced environment

Desirable skills

- Working knowledge of HTML 5 and CSS 3
- Working knowledge of the MailChimp email platform
- Some background in marketing communications and/or content management
- Able to work in a transparent manner, utilising project management software and ready to provide updates at any time
- Experience in dealing with external digital agencies
- Experience architecting, building, and launching complex sites
- Experience of working in higher or further education or other sector targeting similar audiences
- Evidence of effective working in a matrix team structure
- Experience in previous roles as a front-end developer with some background in marketing communications and/or marketing project management
- Extensive/Expert Photoshop experience

Middlesex University is working towards equality of opportunity.

When received, the University shall assess the feasibility of covering the post with the preferred pattern of working in line with the University's commitment to flexible working. Selection of the best candidate will be based on an assessment against the Person Specification in line with the University's Staff Recruitment and Selection Policy.