



Job Description:	Web Developer	Grade F13	FE17
Responsible To:	<ul style="list-style-type: none"> • Communications and Marketing Manager 		
Liaise With:	<ul style="list-style-type: none"> • All departments as required • All other staff and volunteers • Representatives from the media • Visitors and supporters • External suppliers 		
<p>Context: Bransby Horses was founded in 1968 by Peter Hunt; his lifelong passion for horse welfare continues as the charity works hard to be flexible in its approach to meet the growing demands on horse welfare charities.</p> <p>We continue to rely entirely on voluntary income which is derived predominantly from long term relationships with our supporters. The way in which we communicate with our existing and potential supporters is of paramount importance so that they continue to trust, believe in and understand the work that we do to help horses; and understand the difference that their support makes. As the needs and behaviour of our supporters change, we must plan and adapt to ensure good quality communication that considers the platform and is consistent with our culture and brand.</p> <p>With the Bransby Horses website at the forefront of our online presence, it serves as a wealth of information on our welfare and rescue work, site events, numerous ways visitors can support us, and a whole lot more. Recently rebranded, there is now a focus on developing the website's functionality to meet the immediate and future needs of the charity.</p>			
<p>Main Purpose of the Job:</p> <p>Working alongside the Communications and Marketing Manager this role will develop and maintain the current website, producing a roadmap for improvements over the next 18 months to meet the charity's objectives.</p> <p>The post holder will ensure the website keeps pace with the latest digital fundraising and engagement opportunities, and where appropriate, that these are integrated seamlessly with our site. They will also keep abreast of web and digital developments that will help support the Communications and Marketing team to deliver their objectives.</p> <p>Responsible for the maintenance of the existing website, and when appropriate the implementation of a new website. The post holder will work with different areas of the charity to provide support in all aspects of the site, from design to functionality, ensuring best practice and relevant compliance.</p>			
<p>Summary of Main Duties:</p> <ul style="list-style-type: none"> • Understand the charity's business requirements and translate them into technical solutions • Collaborate with charity stakeholders to develop various areas of the Bransby Horses website 			

- Support multiple stakeholders on updating the website with content and marketing materials
- Continue to improve performance and scalability
- Build new and amend existing elements of the site to suit design and functionality improvements and charity requirements
- Provide technical and creative advice regarding the website and third party integrations
- Identify and troubleshoot WordPress issues quickly
- Ensure reliability/accuracy of the Bransby Horses website, including regular WP updates
- Work with the Communications and Marketing Manager to improve site navigation and SEO.

General duties applicable to all staff

- At all times to safeguard, protect and promote the reputation of the charity
- To promote Bransby Horses and its work to all visitors and members of the public and ensure an efficient service in line with the Bransby Behaviours.
- Deal with confidential and sensitive information appropriately following Data Protection and GDPR procedures at all times.
- Read, understand and observe the requirements of Health and Safety Policy and Procedure at all time.
- Ensure that any advice or guidance provided is in line with the Bransby Horses professional advice and guidelines.

This is not an exhaustive list of all of the duties that may need to be undertaken. It may be necessary to undertake other duties in order to fulfil the objectives of the charity.

Person Specification	Requirements
Education & Qualifications	<ul style="list-style-type: none"> • Likely to be educated to Bachelor’s degree level in an appropriate subject • Evidence of specialism, CPD, further study and/or additional qualifications in relevant subject such as computer science, informatics, software engineering or web design and development desirable.
Experience & Knowledge	<ul style="list-style-type: none"> • Extensive WordPress experience (integrations of plugins, extensions, theme management) • Knowledge of JavaScript, HTML, CSS, jQuery • Experience of taking ownership of a platform • WooCommerce experience (additional ecommerce experience desirable) • Strong commercial PHP experience • Experience creating websites and web applications for a variety of requirements • Experience of SQL server databases or similar SQL environments • Awareness and knowledge of data protection best practice and GDPR • Working with a variety of stakeholders

	<ul style="list-style-type: none"> • Proven experience interpreting non-technical briefs into workable solutions • Experience integrating payment platforms e.g. Stripe, eDirectDebit, PayPal, etc. • Experience creating bespoke plug-ins and theme development • Working within a charity environment • Working with a variety of CMS platforms • Mobile app development – desirable • Third party API integrations – desirable • Hosting experience – desirable.
<p>Skills & Competencies</p>	<ul style="list-style-type: none"> • Project management • A good understanding of UX/UI • An eye for design • SEO • A high level of attention to detail • A logical approach to problem solving • The ability to work well under pressure • The ability to prioritise tasks and adapt quickly to work on a set of evolving priorities • Excellent interpersonal skills • Self-motivated • Solution focused • Strong team player who can also work independently • Able to promote a professional image of the charity at all times
<p>Other</p>	<ul style="list-style-type: none"> • Ability to work flexible hours including weekends, evenings and Bank Holidays as required • Able to travel across site(s)