

WEBSITE DEVELOPER AND DESIGNER ROLES AND RESPONSIBILITIES

Reports to: Head of Media

ROLE PURPOSE

The Website Developer and Designer designs, builds and maintains Statom Group websites. The role makes each site accessible, secure, reliable and easy to use while supporting approved brand, campaign, recruitment and business objectives. The postholder works with Media and Marketing and business stakeholders to turn agreed briefs into effective digital experiences and measurable improvements.

KEY WORKING RELATIONSHIPS

- Head of Media and Media and Marketing colleagues.
- Group business leaders, HR and recruitment, IT and information security, and privacy or compliance contacts.
- Approved hosting, domain, analytics, design and web development suppliers.

ROLE BOUNDARIES AND DECISION RIGHTS

- Own day-to-day design, development, maintenance and technical recommendations within approved access, budgets and delegated authority.
- Obtain content and brand approval from the relevant owner before publication; refer legal, privacy and security questions to the accountable specialists.
- Seek approval before committing spend, engaging suppliers, changing platforms or tracking, or launching material changes that affect users or data collection.
- Escalate a security incident, prolonged outage, significant accessibility barrier or material reputational risk promptly under Company procedures.

KEY RESPONSIBILITIES

Website design and delivery

- Design and build responsive WordPress pages, templates and components in line with approved briefs and brand standards.
- Translate content and campaign needs into clear navigation, layouts, calls to action and user journeys across desktop and mobile.
- Create landing pages and microsites for approved campaigns, bids, recruitment and Group initiatives.
- Test functionality and presentation across common browsers, devices and screen sizes before release.

Development and platform management

- Develop and maintain appropriate custom themes, templates or plugins using HTML, CSS, PHP and JavaScript; use existing supported solutions where suitable.
- Manage WordPress core, theme and plugin updates through a controlled staging, test, backup and rollback process.
- Maintain version control, documentation, access controls, reusable assets and technical handover information.
- Coordinate hosting, domains, certificates, integrations and supplier support with IT or approved providers.

Content and stakeholder collaboration

- Maintain accurate, current website content after approval by the relevant content owner.
- Work with Media and Marketing on campaign schedules, brand consistency and cross-Group content priorities.
- Explain technical choices in plain language, agree delivery dates and keep requestors informed of progress, blockers and changes.
- Train authorised colleagues to make routine content updates using agreed templates and permissions.

Performance, search and accessibility

- Improve loading performance, mobile usability, navigation and search visibility using relevant measurements.
- Apply accessible design and development practices, including semantic structure, keyboard use, readable contrast and alternative text; test and resolve identified barriers.
- Maintain appropriate metadata, redirects and technical SEO while protecting content quality and approved messaging.
- Use agreed analytics to assess journeys and outcomes and recommend prioritised improvements.

Security, privacy and continuity

- Follow approved security, backup, patching and incident processes and maintain least-privilege access.
- Work with the privacy and compliance owners on cookie controls, notices, forms, retention and tracking configuration; implement approved requirements and keep evidence of changes.

- Monitor uptime, broken links, errors and vulnerabilities and investigate or escalate issues promptly.
- Avoid publishing personal, confidential or commercially sensitive information without appropriate approval.

Reporting and continuous improvement

- Maintain a prioritised work plan, release log and concise monthly update on delivery, site health, risks and results.
- Review analytics and user or stakeholder feedback to propose practical improvements with an expected benefit and effort estimate.
- Document lessons learned and reduce recurring defects and avoidable manual work across Group websites.

ROLE SPECIFIC TECHNICAL AND PROFESSIONAL COMPETENCIES

These competencies form the role specific part of the performance and development framework. The postholder is expected to deliver independently within their competence and authority and to retain evidence of testing, approvals and outcomes.

TECHNICAL OR PROFESSIONAL COMPETENCY	WHAT GOOD LOOKS LIKE IN THIS ROLE
WordPress development	Builds maintainable pages, themes and integrations; tests changes in staging and releases with a documented rollback route.
Front end design and UX	Produces consistent, responsive layouts with clear content hierarchy and journeys validated across devices.
Performance and technical SEO	Tracks agreed speed, search and usability measures, fixes technical issues and explains the effect of changes.
Accessibility	Tests keyboard access, semantics, contrast and content alternatives; prioritises and closes identified barriers.
Security and privacy implementation	Applies approved access, update, backup, form and cookie controls; escalates specialist decisions and records approvals.
Analytics and reporting	Uses agreed data to identify problems, compare results with baseline and recommend proportionate action.

STATOM BEHAVIOURAL COMPETENCIES

The postholder is expected to demonstrate these behaviours consistently in delivery and collaboration.

BEHAVIOURAL COMPETENCY	WHAT GOOD LOOKS LIKE IN THIS ROLE
Drives Performance	Agrees priorities, meets realistic commitments, tests before release and resolves defects promptly.
Understands Stakeholder Needs	Asks what each site or campaign needs to achieve and turns requirements into usable, approved solutions.
Builds Trusted Relationships	Communicates clearly, welcomes feedback, follows through and handles sensitive information carefully.
Commercial Judgement	Chooses maintainable solutions, manages supplier and platform cost and balances speed with risk and quality.
Bigger Picture View	Keeps Group brands and shared standards consistent while recognising each business's audience and purpose.
Open to Change	Uses feedback, analytics and current practice to improve sites and learns new tools with appropriate safeguards.

PDR AND PERFORMANCE FRAMEWORK

- This role profile, the technical and behavioural competencies and separately agreed objectives form the performance framework.
- The Head of Media and postholder should agree a starting baseline, measures, priorities, evidence sources and review dates through the PDR process. Measures may be adjusted to reflect workload, approved budget, access and business priorities.

- Assessment considers quality and sustainability, testing, governance, collaboration and conduct alongside outcomes. Evidence may include release logs, issue records, analytics, accessibility checks, campaign results and stakeholder feedback.
- A serious failure involving security, confidentiality, data handling, accuracy or deliberate bypassing of approvals may materially affect the overall assessment.

INDICATIVE PERFORMANCE AND BONUS MEASURES

The weightings below are an indicative structure for assessing individual contribution. They are not a promise of a bonus, a guaranteed minimum or an agreed bonus amount. Any bonus remains subject to the employment contract and any separately communicated Company bonus scheme, including applicable eligibility rules, Company and Group performance, affordability and discretion. Objectives and measures should be agreed for the relevant review period.

Website delivery and stakeholder service — 30%

- agreed launches and updates delivered to brief and timescale
- quality of approvals, release records and stakeholder feedback

Site reliability, security and control — 25%

- uptime and incident response against agreed service expectations
- tested updates, backup and access reviews; timely escalation of material risks

User experience, accessibility and technical quality — 25%

- reduction in agreed defects and accessibility barriers
- mobile usability, performance and technical SEO improvement against baseline

Business outcomes and improvement — 20%

- agreed engagement or conversion outcomes with attribution and context
- useful reporting, prioritised ideas and improvements implemented

Targets should reflect factors within the postholder's reasonable control. Traffic, rankings, leads and conversions also depend on content, campaign spend, seasonality and external search platforms; these outcomes should be assessed in context rather than treated as automatic bonus triggers.

EXPERIENCE AND PROFESSIONAL DEVELOPMENT

Essential

- Practical experience building and maintaining WordPress websites with HTML, CSS, PHP and JavaScript.
- Strong visual design, responsive development, testing, troubleshooting and stakeholder communication.
- Working knowledge of technical SEO, web analytics, accessibility and secure release practices.

Desirable

- Experience with multiple brands, recruitment or B2B websites and campaign landing pages.
- Experience with version control, staging workflows, web performance tools and approved analytics platforms.

GENERAL ACCOUNTABILITIES

- Follow relevant Statom Group policies, standards, delegated authorities and reasonable management instructions.
- Protect confidential, personal and commercially sensitive information and use approved systems and access permissions.
- Keep complete records of material changes, testing, approvals and supplier work.
- Raise significant security, privacy, technical or reputational concerns promptly.
- Carry out other reasonable duties consistent with the purpose and level of the role.

ROLE REVIEW AND ACKNOWLEDGEMENT

This document sets out the principal responsibilities and expected standards of the role. It does not list every task. Objectives and priorities may reasonably change with business needs. Any material change to contractual terms will be managed through the appropriate process. Signing acknowledges receipt and discussion of this role profile; it does not amend contractual bonus terms.

Employee name _____

Employee signature and date _____

Manager signature and date _____