CITY OF BRADFORD METROPOLITAN DISTRICT COUNCIL
JOB PROFILE

DEPARTMENT: Chief Executive	**SERVICE GROUP: WYPF**
POST TITLE: Web Developer	**REPORTS TO: Head of IT**
GRADE: P04/5	**SAP POSITION NUMBER :**

The following information is furnished to help Council staff and those people considering joining the City of Bradford Metropolitan District Council to understand and appreciate the general work content of their post and the role they are to play in the organisation. The duties and responsibilities highlighted in this Job Profile are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and scope of the post and the grade has been established on this basis. For posts where employees speak directly to members of the Public the post holder is required to demonstrate their ability to speak fluently in English.

As a candidate you will be expected to demonstrate your ability to meet the special knowledge, experience and qualifications required for the role by providing evidence in the application form for the purpose of shortlisting. Applicants with disabilities are only required to meet the essential special knowledge requirements shown by a cross in the end column of this section.

The employee competencies are the minimum standard of behaviour expected by the Council of all its employees and the management competencies outlined are those relevant for a post operating at this level within our organisation.
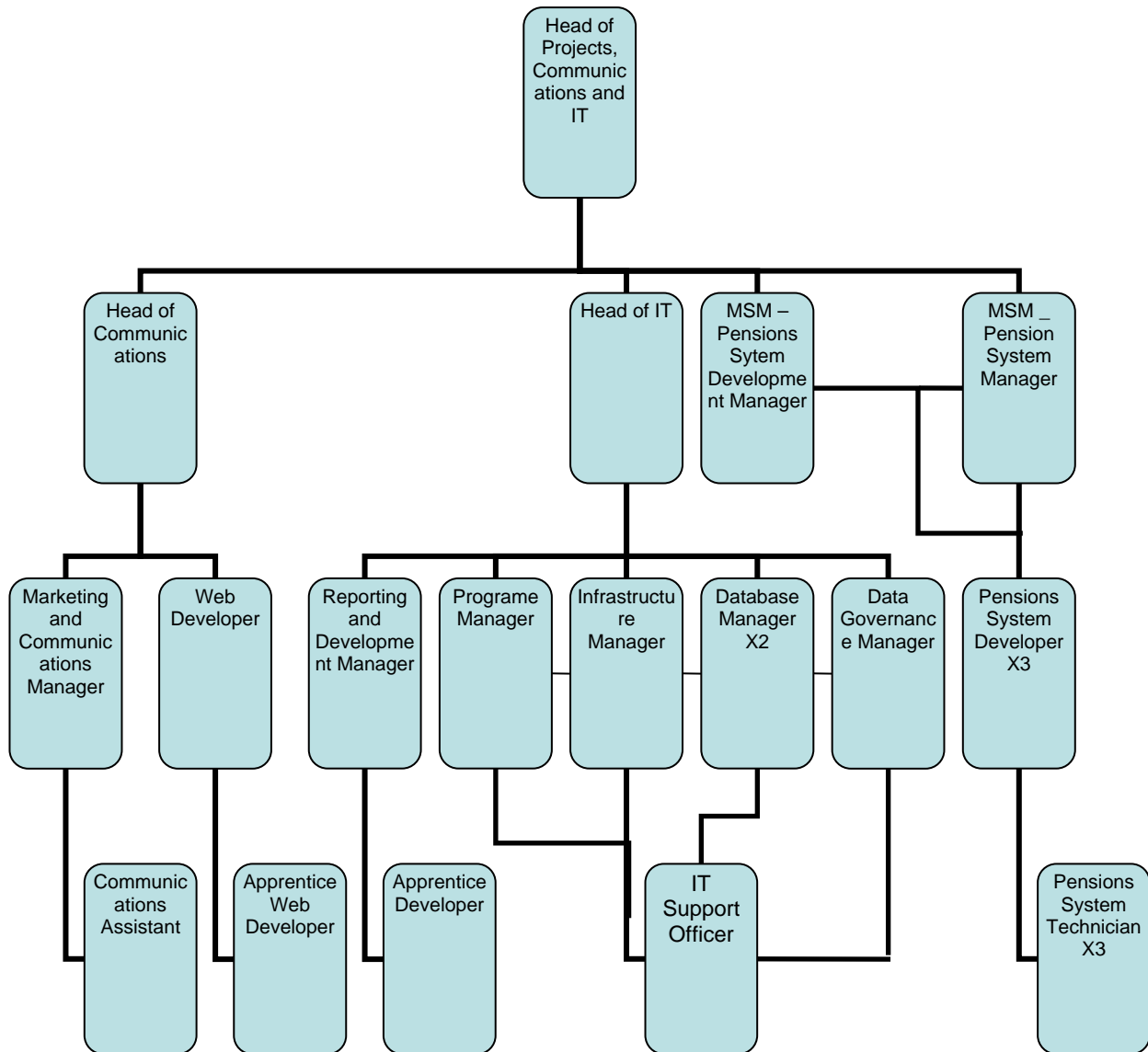
Both sets of competencies will be used at interview stage and will not be used for short listing purposes. **Please see the separate guidance information on how to complete the form located on Bradnet.**

Key Purpose of Post:
To design, optimise and maintain WYPF websites making information as accessible and appealing as possible. To support users of WYPF's IT systems, both internal and external within our client base, to enable maximum benefit to be extracted from our systems. To act as WYPF's specialist in the areas covered by this post, and to maintain working knowledge of other specialisations within the IT Team in order to provide cover during absence of colleages and maximise the flexibility of the team.
Main Responsibilities of Post:

- To lead the design and development of WYPF's web sites.
- To construct search engines
- To fix technical problems
- To make existing applications compatible
- To implement security measures
- To build content and learning management systems and other intranet applications
- To use animations and design graphics
- To consult with customers
- To change applications according to new specifications
- To use dreamweaver, Visual Studio, Asp.net, Flash and other web authoring software
- Incorporate CSS in web pages
- To use InDesign, Photoshop, Illustrator, Acrobat, Word and other design packages.
- To lead the design, production and development of West Yorkshire Pension Fund (WYPF) web communication material and administration forms.
- To be assist print design, production and development of West Yorkshire Pension Fund (WYPF) communication material and administration forms.
- To raise the profile of WYPF through the effective use of communication channels and materials.
- To make a significant contribution to the development and promotion of the WYPF brand image.
- To make a significant contribution to the development and implementation of marketing strategies for West Yorkshire Pension Fund.
- To make a significant contribution to the development of West Yorkshire Pension Fund's communications strategy.
- To be responsible for the maintenance and review of arrangements for ensuring that WYPF employers have the web administration forms and systems needed to deal effectively with the pension scheme.
- To ensure WYPF's commitment to the use of Plain English in dealing with the pension scheme.

To be responsible for ensuring that the special needs of all WYPF web customers are met and that the fund meets its responsibilities under the Disability Discrimination Act responsibilities at all times.

Structure:

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                          │   Head of    │
                          │  Projects,   │
                          │ Communic     │
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                          │      IT      │
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- Head of Projects, Communications and IT
  - Head of Communications
    - Marketing and Communications Manager
      - Communications Assistant
    - Web Developer
      - Apprentice Web Developer
  - Head of IT
    - Reporting and Development Manager
      - Apprentice Developer
    - Programe Manager
    - Infrastructure Manager
      - IT Support Officer
    - Database Manager X2
    - Data Governance Manager
  - MSM – Pensions Sytem Development Manager
  - MSM _ Pension System Manager
    - Pensions System Developer X3
      - Pensions System Technician X3

Special Knowledge Requirement: Essential for shortlisting.

Applicants with disabilities are only required to meet the essential special knowledge requirements shown by a cross in the end column

	Essential
Due to the Governments Fluency in English Duty for posts where employees speak directly to members of the public the post holder is required to meet the Advanced Threshold level which will be implemented where the post requires a greater level of sensitive interaction with the public,(e.g. in children's centres) – where the person is able to demonstrate that they can during the interview: a) Can express themselves fluently and spontaneously , almost effortlessly b) Only the requirement to explain difficult concepts simply hinders a	

natural smooth flow of language **If this applies to the post you are recruiting to do not remove it .**	
Carries out the working practices, procedures and basic operations across a specialist area or number of specialist areas within WYPF's IT Team.	
Uses knowledge, safety and environmental policies , procedures and regulations, including risk in own area and/or other areas of work……………..(inc legislation)	
Uses a range of specialist ICT systems across own work area and or across other areas of work.	X
Oversees or contributes to the management of a budget , keeping costs within agreed levels for own section/team	
Uses, interprets, analyses, communicates complex numerical information.	X
Knowledge of databases, servers, operating systems, animation, graphics	X
Able to demonstrate creative thinking	X
Must have received training in any of the following web technologies. • HTML, XML, XHTML • Java, JavaScript, ActionScript • SQL and MySQL databases • ASP, PHP, CSS, SSL security technologies	X
Must also have expertise in: • Adobe Photoshop, Flash, Dreamweaver • Fireworks, Coldfusion • HotMetal Pro, Adobe GoLive • Axure RP, Visual Interdev	X

Relevant experience requirement: Essential for shortlisting
The applicant is required to provide evidence of having previously spoken fluently to members of the public in order to meet the Advanced threshold level outlined under Special Knowledge above.
5 years experience of designing print/exhibition communications materials, including 3 years experience of website design/development in asp.net. Evidence of CSS in developing websites Web security (IIS7)
Proven track record of commitment to continual professional development.
Relevant professional qualifications requirement: Essential for shortlisting
An arts/marketing or relevant degree, with website development qualifications or relevant demonstrable practical experience.
Core Employee competencies at manager level to be used at the interview stage.
Carries Out Performance Management – covers the employees capacity to manage their workload and carry out a number of specific tasks accurately to a high standard.
Communicates Effectively - covers a range of spoken and written communication

skills required as a regular feature of the job. It includes exchanging information/building relationships, giving advice and guidance, counselling, negotiating and persuading and handling private, confidential and sensitive information.

Carries Out Effective Decision Making - covers a range of thinking skills required for taking initiative and independent actions within the scope of the job. It includes planning and organising, self effectiveness and any requirements to quality check work.

Undertakes Structured Problem Solving Activity - covers a range of analytical skills required for gathering, collating and analysing the facts needed to solve problems. It includes creative and critical thinking, developing practical solutions, applying problem solving strategies and managing interpersonal relationships.

Operates with Dignity and Respect - covers treating everyone with respect and dignity, maintains impartiality/fairness with all people, is aware of the barriers people face.

Management Competencies: to be used at the interview stage.

Operates with Strategic Awareness Our managers work with corporate priorities and policies in a joined up way with others, internally and externally. Works democratically, transparently and accountably.

Practices Appropriate Leadership Our managers motivate their staff to exceed expectations through raising their awareness of goals and moving them beyond self interest for the sake of the team or service. They consider serving the District in all that they do.

Delivering Successful Performance Our managers monitor performance of services, teams & individuals against targets & celebrate great performance. They promote the District's vision & work to achieve Council's values & agreed outcomes.

Applying Project and Programme Management Our manager's work to ensure that outcomes and objectives are achieved within desired timescales, make best use of resources and take a positive approach to contingency planning.

Developing High Performing People and Teams Our managers coach individuals and teams to achieve their potential and take responsibility for continuous improvement. They champion the Council's values and goals.

Working Conditions:

Must be able to perform all duties and tasks with reasonable adjustment, where appropriate, in accordance with the Equality Act 2010 in relation to Disability Provisions.

Special Conditions:

You will outline here if there is a requirement for the post to have recruitment checks such as DBS, Warner Process.

Compiled by: YG Date:	Grade Assessment Date: 30 August 18	Post Grade:P04/5