



## JOB PROFILE

<b>Job Title</b>	<b>Front End Web Developer</b>
<b>Reports to</b>	<b>Head of Digital Marketing</b>
<b>Division/Department</b>	<b>Marketing &amp; Engagement/Digital Marketing</b>
<b>Responsible for</b>	<b>N/A</b>
<b>Location</b>	<b>Compassion UK, Weybridge, Surrey</b>

### Introduction

In response to the Great Commission, Compassion UK exists as an advocate for children, to release them from their spiritual, economic, social and physical poverty and enable them to become responsible and fulfilled Christian adults. This entire purpose is embodied in the phrase:

***Releasing children from poverty in Jesus' name***

Compassion UK is a Christ-centred organisation committed to the Church. As such, we value:

- Integrity
- Excellence
- Stewardship
- Dignity

**Christ centred** – We confess that Jesus is the Christ and He is Lord of our lives and of the ministry. Our love of Jesus compels us to love others as He commands and to honour Him in all that we do.

**Committed to the Church** – The Church is the great hope for the world and is God's instrument to advance the Kingdom of God. We mobilise and connect the global Body of Christ to fulfil her mandate for holistic discipleship of children in poverty.

### Job Purpose

To provide an in-house function to manage and develop the front-end of Compassion UK's website and support other digital activity, to meet the digital marketing strategy and meet agreed organisational priorities:

- To improve the user experience for visitors to our website, to increase engagement and improve conversion rate to sponsorships
- To ensure CUK's mobile and tablet experience meets or exceeds that of desktop users
- To introduce and manage a programme of continual improvements and testing to ensure the CUK website remains at forefront of our marketing efforts
- To support other CUK departments to produce industry-leading digital solutions to support their acquisition and engagement activities

### Key Outcomes

1. Respect, uphold and work within CUK's Christian Ethos and Values;
2. Deliver best-in-class front-end code across a broad array of interactive web and mobile projects;
3. Lead in all aspects of digital design for Compassion UK;
4. Provide timely resolution to reported problems with CUK's existing website and App;
5. Champion User Experience Design across all departments within the organization.



## Core Responsibilities

### 1. Respect, Uphold and work within CUK's Christian Ethos and Values

- Work in accordance with the Christian ethos and values of the organisation at all times, actively demonstrating the practical outworking of these values and taking personal responsibility for how your individual attitude and actions impact on the Christ centred working of Compassion;
- Assist in ensuring that services provided actively promote, maintain and articulate the Christian ethos and values as laid out in our Covenant Charter, Statement of Faith, Core Values and Ethos Statement;
- Assist in promoting inclusivity within the organisation, so the organisation continues to champion diversity whilst maintaining a clear Christian distinctive.

### 2. Deliver best-in-class front-end code across a broad array of Interactive web and mobile projects.

- Maintain the front-end of CUK's current web presence – optimizing performance for maximum speed, scalability and user experience;
- Work with the Digital Marketing Manager in the development of exceptional user experience design that is aesthetically appealing as well as functionally sophisticated;
- Work with the Compassion IT team and external IT suppliers to develop new website projects and solutions for Compassion UK, ensuring seamless link between front-end and back-end systems.

### 3. Lead in all aspects of digital design for Compassion UK.

- Introduce and maintain digital style guidelines and ensure compliance across all marketing activity;
- Oversee and suggest improvements to the design and usability of Compassion's email marketing programme;
- Work closely with the Head of Digital Marketing and other managers to ensure high quality in creative for all digital advertising activity;
- Design digital graphics, banners, emails, images and animations as and when required.

### 4. Provide timely resolution to reported problems with CUK's existing website and App.

- Develop, test and debug using tools for cross-browser issues on desktop and mobile devices;
- Research complex problems, find optimal solutions and implement them considering best practices;
- Coordinate with the IT development team in conducting code reviews and walk-throughs;
- Provide support (works on tickets and bugs) for products that are in production.

### 5. Champion User Experience Design across all departments within the organization.

- Translate functional objectives into detailed specifications, gathering and documenting functional requirements for upcoming web and mobile releases;
- Produce detailed wireframes that meet strategic objectives;
- Conduct frequent, interactive usability testing, optimizing online engagement and conversion;
- Introduce and manage a systematic A/B testing programme to increase engagement and conversions on the website;



- Optimize information architecture to promote usability, while accommodating technical needs/constraints;
- Work cross-functionally to develop user flows and personas to facilitate feature design process;
- Contribute to the domain knowledge (e.g. best practices, mobile first, etc.) within the team by sharing and teaching about current industry topics, which includes mentoring and coaching as applicable.

**This job profile is not intended to be exhaustive but merely a guide to the main areas of responsibility. Any substantial changes to this job profile will be discussed fully with the post holder.**

## Person Specification

<b>Christian Ethos</b>	<b>Essential</b>	<b>Desirable</b>
Able to commit to respect, uphold and work within Compassion UK's Christian ethos, Statement of Faith and values	✓	
<b>Qualifications &amp; Experience</b>	<b>Essential</b>	<b>Desirable</b>
Bachelor's degree in Computer Science, Software Engineering, Technology Management or equivalent experience/certifications.	✓	
Minimum of 2 years front-end web development recent experience on public-facing website.	✓	
Strong WordPress experience including theming, custom post types, knowledge of hooks/actions, ability to build custom functionality, and plugin development		✓
Strong in Asp.Net, MVC.Net, C#, VB, HTML 5. Develops web solutions (including mobile) with a focus on UX, CSS, JavaScript, jQuery, .NET 4.0+, Visual Studio, and C#, SQL	✓	
Experience in at least one version control and code management system e.g. Git (and GitHub) or SVN		✓
Experience in CS Suite and other design tools (Photoshop, Illustrator, Sketch, etc.)	✓	
Proven analytical and problem-solving abilities. Must be able to learn, understand, and apply new technologies.	✓	
Working knowledge of Microsoft Office software	✓	
Fluent in English and competent in written and numerical work	✓	
Able to design and implement clean dynamic web UIs using JavaScript, AJAX, CSS3, JQuery, HTML5 and have experience with ASP.NET MVC	✓	
Able to convert Photoshop/Sketch mock-ups to pixel-perfect and cross-browser ready templates within the WordPress framework	✓	
<b>Attributes</b>	<b>Essential</b>	<b>Desirable</b>
An ability to extend kindness, consideration and respect in all circumstances; exercising compassion and grace toward self and co-workers to encourage an environment that benefits everyone and supports Compassion's Christian ethos and mission	✓	
A personal alignment with the values of integrity, excellence, stewardship and dignity; with an ability to reflect these values through work ethic, decision making, conversation and in relationship with others	✓	
A deep sense of personal connection to Compassion's ministry to children in poverty and an eager desire to play a part in accomplishing its mission	✓	
A team player who recognises the benefits of collective effort and mutual cooperation; fully committed to working with others, exchanging information and making choices to build consensus and achieve shared goals	✓	
An ability to perform to a high standard, add value and contribute in a meaningful way; eagerly desiring to go above and beyond to accomplish outcomes with excellence and enhanced productivity and performance	✓	
An ability to be creative, innovative and flexible; exploring change, providing new and useful ideas and approaches to your work	✓	



Able to organise his/her work and inspire a well-functioning, productive, creative and collegial team	✓	
Able to plan and strategise effectively; setting goals with responsibility to achieve and monitor measurable outcomes		✓
Effective communicator, both written and verbal, with networking skills and the ability to interact with other	✓	
Self-motivated with the ability to work independently as well as being able to work as part of a team	✓	
Able to meet the requirements of the position with or without reasonable adjustment	✓	

## Information for Applicants

<b>Job Title</b>	<b>Front End Web Developer</b>
<b>Salary Range</b>	<b>£33,660 pa (Within the Grade £33,660 - £38,760 pa)</b>
<b>Hours of Work</b>	<b>09h00 – 17h00 Monday to Friday</b>
<b>Travel</b>	<b>Not required except for occasional meetings and training events</b>

### Salary & Benefits:

- Compassion UK operates a salary grading system (linked to performance), where each staff member has the opportunity to move up an increment within their grade during their first six years in post. This takes effect in July of each year, when an annual cost of living change is usually also applied.
- Benefits include full health (AXA PPP) and dental insurance (Denplan) for all staff on satisfactory completion of their probationary period.

**Annual Leave – Full Year:** All employees will be entitled to 5 normal working weeks annual leave a \*year (pro rata), plus normal bank holidays (pro rata). It will be compulsory for up to 5 (or relevant pro rata) days of that entitlement to be held in reserve and taken during the 'Christmas Period' when Compassion UK close their offices, this is usually around 21 December to 1 January each year. (\*Year = 1 January to 31 December)

**Pensions:** There is a non contributory pension scheme for staff to join.

**Learning and Development:** Compassion UK seeks to enable each individual to develop to their full potential through a comprehensive performance review process and ongoing opportunities to develop within their role and through external and internal training as applicable. All new staff will be given a comprehensive induction.

**New Staff Service:** Six month probationary period with three month review.

**Internal Appointments:** Performance review at three and six months.

**Statement of Faith:** Compassion is a Christian organisation. The post holder will be part of the Impact Division, which supports the delivery of the main Christian message of Compassion. All applicants for any role in Compassion UK should be able to agree to respect, uphold and commit to working within Compassion UK's Christian faith based ethos, faith statements and values (as referred to in the Application papers).

**Applicants with disabilities will be welcomed.**