

JOB DESCRIPTION

Job Title:	Web Designer
Department:	Operations and Communications Team
Reporting to:	Digital Operations Manager

Purpose of the job:

A web designer/developer is responsible for the design, layout and coding of a website. He/she will be involved with the technical and graphical aspects of a website. He may also be involved with the maintenance and update of an existing site.

Key duties and responsibilities:

- To write the programming code, either from scratch or by adapting existing website software and graphics packages to meet business requirements
- To test the website and identify any technical problems.
- To upload the site onto a server and register it with different search engines.

A web designer/developer should:

- To have skills in software programming and graphics
- To have creativity and imagination
- He should be adaptable and able to pick up new techniques
- He should have good interpersonal and communication skills
- He must up to date with advances in computer technology and how this affects the business.

Since job descriptions cannot be exhaustive; the post holder may be required to undertake other duties, which are broadly in line with the above key responsibilities

The post holder is expected to observe and comply with all Company's policies and regulations, for example Health and Safety, Data Protection etc.

PERSON SPECIFICATION
DIGITAL MEDIA EXECUTIVE
IMPERIAL COLLEGE BUSINESS SCHOOL

Applicants for this post should demonstrate how their skills and experience meet the following Person Specification

Experience and Knowledge

Essential:

- Experience of working within a proactive and responsive marketing communications environment
- Experience of in developing interactive and dynamic multi-media content (written, film or audio)
- Passionate about the development of digital media and its use as a key marketing communication tool to foster connectivity with a range of users
- Excellent writing, subediting and proofreading skills for the web.
- Experience of social media and developing interactive communities
- Knowledge of content management systems
- Experience of Photoshop, Flash and Dreamweaver
- Ability to select and optimise photographs for the web
- Ability to work under own initiative, prioritise workload and work to tight deadlines
- Experience of digital media best practice, including a user-centric approach to content, usability testing and accessibility
- An interest and passion in the emerging digital media landscape

Desirable:

- Knowledge of the Higher Education sector and particularly Business Schools
- Experience of working on a higher education or business school website
- Confident in using both Mac and Windows applications
- Experience of creating online video and audio
- Ability to translate specific technical requirements into terms that non-technical staff can understand and appreciate
- Experience gained as part of a marketing/communications team
- Knowledge of HTML (to intermediate level)