



<p>Role description</p> <p>Hours of work</p> <p>Location</p> <p>Remuneration</p>	<p>Web Developer</p> <p>37.5 hours per week – Monday to Friday</p> <p>Ipswich</p> <p>£18,000 - £25,000 – depending on experience</p>
<p>Who we're looking for</p>	<p>Blyth Online is an exciting and enterprising company. We employ self-starters, enterprising, motivated people who are willing to take shared responsibility for the development of their role in the company, their effectiveness in their job, and their career development.</p> <p>Everyone we employ takes part in training and periodic reviews from time to time.</p>
<p>Your role</p>	<p>The web developer is an integral member of Blyth Online and as such you'd participate in all web-based tasks and responsibilities.</p> <p>You'd be expected to meet with standards and expectations from proposal to implementation, whilst constantly reviewing scope for improvement.</p> <p>You'll report to the Ecommerce Manager on a day to day basis – and to the CIO, MD, or CEO in any dispute.</p>
<p>Prerequisites</p>	<p>In depth knowledge of:</p> <ul style="list-style-type: none"> • XML • CSS • .Net technologies • HTML • JavaScript • SQL • C#
<p>Responsibilities</p>	<p>The Web Developer will be responsible for several key areas:</p> <p>Ecommerce development and optimisation</p> <ul style="list-style-type: none"> • Modelling, documenting, developing and maintaining a layered ecommerce engine capable of selling multiple products. <p>Customer centre development</p> <ul style="list-style-type: none"> • Modelling, documenting, developing and maintaining an online customer centre that integrates with the ecommerce engine to allow an existing customer to purchase additional products.



	<p>Partnerships centre development</p> <ul style="list-style-type: none">• Modelling, documenting, developing and maintaining an online partnerships centre that allows new partners and affiliates to build an alliance with us. <p>Generic site development</p> <ul style="list-style-type: none">• To maintain the corporate website ensuring strong functionality and optimisation. To design new web pages, including graphics, and functionality. <p>Site performance and security</p> <ul style="list-style-type: none">• To analyse the performance of the website and identify optimisation opportunities. To monitor web servers, site technical performance and security. <p>PPC and SEO</p> <ul style="list-style-type: none">• Work with the Ecommerce Manager to manage all long-term pay-per-click marketing activity and natural search engine optimisation. <p>Although your work will often involve colleagues, in most circumstances your endeavours will be integral to the success and effectiveness in these key areas.</p> <p>The Web Developer works with the Ecommerce Manager and the CIO on their personal development program, to evidence a skill set aligned with the company and individual targets.</p>
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<p>Your general duties</p>	<p>To fulfil your role effectively you need to be able to:</p> <p>Work with the Ecommerce Manager and the CIO on a personal development program, to develop your skills set aligned with the company's and your own individual targets</p> <p>Complete targets mutually agreed and set out in your personal development reviews</p> <p>Undertake study and attend training in order to develop your technical and general abilities and expertise. (You may be required to attend occasional after office hours training periods.)</p> <p>Manage your workflow and time according to project milestones and ad hoc requests</p> <p>Organise and attend meetings.</p> <p>You'd also be expected to undertake tasks outside of your specific job description.</p>
<p>Assessing performance</p>	<p>Your job performance is measured against your core and extended responsibilities, developments, achievements, personal skill set, quality of delivery, workflow and time management,</p> <p>It's a basic expectation that you will have the knowledge to fulfil the role.</p> <p>Your salary reviews are tied to the financial performance of Blyth Online and to the contribution of your role to Blyth Online's success.</p>
<p>Reviews</p>	<p>You'll be helped in your role by regular reviews carried out after: Weeks 1,2,3,4, month 2 and 3.</p> <p>After a successful induction period, reviews will be carried out every six months with a yearly 360 degrees review.</p>
	<p>We may, when required, update and amend this job description from time to time.</p>