ROLE PROFILE

Job Title	**Front-End Developer**
Business Unit	BBU
Function/Region	Global Marketing
Location	Richmond
Leader	Head of Growth & Optimisation
People Leadership	n/a
Job Level	4A

Role Purpose

This role will be responsible for the management and execution of updates and optimisations to our portfolio of websites. Whilst the role is not intended to directly work on the development of large website builds, they will play a key role in these projects as well as playing a hands on role in the design and development of brands whose requirements are met by low/no-code solutions.

Accountabilities

- Collaborate with internal stakeholders to help identify the website needs of our brands and translate these into technical requirements.
- Lead on the website design and development process.
- For larger projects, aid in the identification and management of relevant agency partners to deliver on full website redesigns and builds.
- Build reusable code and libraries to drive future efficiencies in development and manage our CMS.
- Work with our Global Website Product Owner to ensure that our websites provide the optimal UI/UX for our consumers and deliver on the company's conversion objectives.
- Work with the wider digital team to implement that best practices with regards to technical SEO.
- Play an active role in discussions and explorations around new technologies to ensure our websites are utilising the latest tools to drive efficiencies and user experience.
- Contribute to discussions with our Global Technology Support function to ensure that our websites are well supported by the required DevOps.

Created by:	Robert Powell
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