



JOB DESCRIPTION

ROLE: WordPress Developer

REPORTS TO: Head of digital marketing & security strategy

LOCATION: Vadodara, India

JOB TIMING: 08:30am to 05:30pm UK Time

PRIMARY RESPONSIBILITIES:

- Building new responsive webpages.
 - Creative freedom for new pages.
- Redesign existing pages.
- Customise theme and maintain consistency of styling across site.
- Maintain organisation of back-end: pages, plugins etc.
- Ensure WordPress and plugins etc. are always up to date.
- Fixing broken elements.
- Website speed optimisation.
- Security scans and general performance monitoring.
- Website improvements for SEO.
- Add content, posts and copy across the site with keywords and SEO in mind.
- Tweaks to improve the user experience.
- Implementing new ideas to improve engagement/sign ups.
- Develop interactive/animated elements on the website to increase user engagement.
- Build a log in area for customers and regularly populate content.
- Experience with Adobe Creative Suite is beneficial.

SECONDARY RESPONSIBILITIES:

- Experience with creating responsive designs and templates.
- Appreciation of SEO considerations and best practices (including schema mark-up).
- PHP and experience with management of at least one CMS (WordPress, Magneto, Drupal etc.).
- Knowledge of Salesforce integration or similar CRM applications.
- Trading experience and knowledge beneficial but not necessary.

ESSENTIAL EXPERIENCE, SKILLS AND ABILITIES:

- WordPress Theme design and development.
- Strong graphic design skills.
- Fluent in HTML5, CSS 3, JavaScript, Full Stack Web Development.
- Cross-browser development and testing experience.
- The ability to work independently and within a team.
- Degree educated in Computer Science or equivalent similar related field.
- At least 5 to 7 years' working experience as WordPress Developer.