
Post Title: Web Development Officer

Post Hours: 37 hours per week

Grade: SO1 - 2

Responsible to: Digital Customer Journey Lead

Responsible for: None

Main contact associated with principal duties:

- Corporate Management Team
- Liberata and other services
- Other Local Authorities
- Software providers

Job Purpose:

- To support the implementation of the Customer and Digital Strategy.
- To be responsible for the technical development of the Council's website and intranet.
- To support the Digital Customer Journey Lead in the content management of the website and intranet.
- To support the development of the Council's website to increase its use as an access channel for Council services and information, ensuring an easy customer journey.
- To support the development of online services to encourage channel shift.
- To investigate and troubleshoot system errors across the website.

Control of Resources:

Laptop to facilitate hybrid working.

Main duties and responsibilities:

1. To deliver and support specific technical web-based improvement projects.
2. Support and implement the delivery of the Customer and Digital Strategy, working with other services, in particular Customer Services and IT.
3. To ensure the website is an easy to navigate, functional access channel for online services and information by assessing current digital means and exploring new options.

4. To organise and communicate accurate information about the Council and Pendle electronically by creating and populating web pages using content management systems such as Jadu, manual coding and page design software.
5. To support continuous improvement across the Council, including the delivery of online services and process mapping based on research and insights such as customer satisfaction feedback to ensure user-centred design.
6. To support the integration of the website with the Council's technical back-office systems including the Contact Centre.
7. To monitor web activity, providing clear reports and analysis to management, including usage patterns and drop-out rates of forms.
8. To ensure systems upgrades, maintenance and other technical information is documented, filed in an appropriate manner (for sharing) and reported where need be.
9. To follow best practice relating to Plain English, equality and accessibility standards.
10. To be aware of your responsibilities under legislation relating to equalities, safeguarding and other key duties, together with the objectives and targets required in the Council Plan.
11. To fulfil personal requirements with regard to the Council's policies and procedures, including health and safety.
12. To undertake any other duties, commensurate with the grade, which may be required within the needs of the service.

| Selection Criteria | | Essential Or Desirable | Assessment Method |
|--|--|------------------------------|----------------------------|
| Qualifications | | | |
| 1. | Educated to degree or equivalent standard, in a relevant discipline such as ICT/Web development qualification. | Desirable | Application |
| Knowledge, skills, abilities and experience | | | |
| 2. | Experience in creating and editing digital content using content management systems as well as manual coding with HTML and CSS. | Essential | Application Interview |
| 3. | Experience applying user-centred design principles to create intuitive, accessible and engaging digital experiences based on user needs, behaviours and feedback. | Essential | Application Interview Test |
| 4. | Ability to design accessible, responsive and user-friendly web pages in Plain English in line with brand guidelines and digital best practices. | Essential | Application Interview Test |
| 5. | Experience in using PHP, JavaScript and MySQL to develop dynamic web applications, with additional knowledge of secure authentication protocols such as SAML and OATH2 for implementing single sign-on and secure system integrations. | Essential | Application Interview |
| 6. | An understanding of Government accessibility regulations and the ability to design content which works with common assistive technologies. | Essential | Application Interview |
| 7. | Experience of process mapping including data flows, 'as-is' and 'to-be' processes, with a focus on easy customer journeys. | Essential | Application Interview |
| 8. | Strong interpersonal skills including effective verbal communication and the ability to work in partnership, including advising decision makers and developing and maintaining effective relationships at all levels. | Essential | Application Interview |
| 9. | Ability to work effectively in a fast-paced, agile environment and take a flexible approach for rapid delivery. | Essential | Application Interview |
| 10. | An understanding of the equality and diversity issues relevant to the post. | Essential | Application Interview |
| 11. | Experience using Jaha CSM and CMS and Microsoft 365 to create, manage and collaborate on web content, documents and digital service. | Desirable | Application Interview |
| Special Requirements | | | |
| 12. | To be occasionally available to work outside usual office hours, including evenings or weekends, for example in the event of an emergency and during elections. | Desirable | Application Interview |

Date: June 2025