#### Trent University LogoOPSEU JOB DESCRIPTION

**Job Title:** Web Developer

**Job Number:** C-077 | VIP: 1440

**Band:** OPSEU- 12

**Department:** Communications

**Supervisor Title:** Manager, Digital Marketing

**Last Reviewed:**  November 18, 2022

#### **Job Purpose:**

Reporting to the Manager, Digital Marketing, the Web Developer has primary responsibility for front-end development, content management, and ongoing maintenance of Trent University’s websites.

This technical lead role oversees Trent’s existing Drupal infrastructure, ensures AODA compliance on all sites, and develops and integrates new Drupal modules and web-based tools.to ensure a forward-looking, secure, reliable web presence that is scalable, sustainable, accessible, and capable of supporting the University’s reputation and enrolment goals. Working closely with Information Technology, the role also supports back-end development, with focus on Communications & Enrolment priorities.

#### Key Activities:

1. Day-to-day management and oversight of Trent University’s multisite Drupal CMS (7 & 9) web ecosystem, ensuring compliance with accessibility requirements, content best practices, site security, and brand standards.
2. Designing/redesigning websites, microsites, and other online components, utilizing wireframes and prototypes, storyboards, sitemaps, data visualizations, information flows and architecture, to create optimal user experiences for current and future Trent students.
3. Custom development of in-house Drupal additions and sourcing third-party solutions to enhance the functionality of Trent’s websites; collaborating with IT to test and integrate new modules, themes, and templates.
4. Guiding large-scale migration projects and website upgrades, , working with internal and external partners to plan and execute non-disruptive upgrade strategies.
5. Actively participate in marketing and comms planning meetings and brainstorming sessions to generate and support ideas for expanding, enhancing, and connecting Trent’s websites.
6. Building and maintaining a comprehensive knowledge base of Drupal training materials and documentation to support content owners and creators across the University.
7. Developing all code in accordance with AODA Information and Communications Standards for accessible websites and web content.
8. Conducting regular reviews of web traffic and user behaviour through Google Analytics, providing data-based recommendations for future design and content improvements.
9. Exploring and researching emerging technologies and best practices and making recommendations for the adoption of new resources and tools.
10. Leading web-based projects in collaboration with multiple departments and stakeholders across the University, managing communications, timelines, and accountability.
11. Receiving and managing confidential, personal, and proprietary information using sound judgement to remain in compliance with all university policies and privacy legislation as situationally applicable.

#### Education Required:

* Honours Bachelor’s Degree (4 year) in Computer Science or related field.

#### Experience/Qualifications Required:

* Well-seasoned developer with significant experience in the full lifecycle production of large-scale web ecosystems.
* A minimum of five or more years of directly related, progressively responsible experience developing and maintaining large-scale websites and content management systems.
* Programming experience in Drupal, including development of custom modules, hooks, themes, key contributed modules, and Drupal API. Familiarity with multisite a plus.
* Exceptional understanding of PHP, MySQL, HTML5, JavaScript, and CSS across various browsers/devices. Experience with React/Vue, Webpack, Sass an asset.
* Sophisticated understanding of marketing and communications and the role of programming in enabling excellent user experience (customer journeys) and user interface design (arrangements on the screen, colour, fonts, etc) and conversion optimization.
* Demonstrated experience and understanding of REST and API integration.
* Experience with mobile-first, responsive and adaptive development.
* Experience with Google Analytics tracking and reporting.
* Knowledge of coding best practices for search engine optimization.
* Knowledge of AODA and experience implementing best practices for accessible web development.
* Excellent interpersonal, time management, and communication skills; able to communicate technical ideas to business users, team members, and other stakeholders.
* Ability to manage parallel projects and priorities.
* Results-oriented, reliable, able to work under pressure and handle a fast-paced work environment, deadlines, and new challenges.
* Ability to both collaborate with team members and to work independently/
* Eager to embrace current and emerging web technologies.
* Previous experience working in higher education is an asset.