

JOB DESCRIPTION

JOB TITLE: Wordpress Developer

LEVEL:

REPORTS TO: Senior Website & Digital Development Manager

Job Purpose:

The Wordpress Developer will be responsible for the maintenance, improvement and development of Funeral Partners Websites. Collaborating with managers within the Marketing Team this role will support Funeral Partners marketing through the creation of accessible and functional Wordpress Websites, Modules and Landing Pages.

MAIN DUTIES:

- Maintain Production, Staging and Development Environments in WP Engine
- Develop, update and maintain Wordpress Themes, Plugins and APIs
- Update and Maintain Next.js Web App on Vercel
- Build and test effective, high converting landing pages for campaigns utilising A/B and multivariate testing to optimise over time
- Improve technical SEO across our websites, optimising page load speed and utilising Schema markup
- Create user friendly interfaces to allow marketing team members to build page layouts and interactive elements using ACF & Gravity Forms
- Manage the maintenance of our current multi-site brand websites using trellis and bedrock
- Collaborate with supporting agencies to guide development of integrations, transfer knowledge inhouse and ultimately take over the ongoing maintenance of any externally developed apps or Websites.
- Ensuring development and code is well organised and properly documented, maintaining version control, backups and testing records.
- Provide support and training for Marketing colleagues
- Design and run testing plans for all modules and functionality
- Troubleshoot and resolve website issues and errors
- Keep apprised of company activities and updates by accessing the regular written or verbal communications that will be shared. This may include (but not limited to) the Weekly Bulletin, companywide emails and updates from your manager.
- Certain activities within the Funeral Partners Group are regulated by Financial Conduct Authority ("FCA"), including all aspects associated with offering funeral plans to customers. Your role will not be directly involved in this regulated activity. However, in the course of your employment, you may be able to engage in regulated activity, at which point, additional responsibilities will apply to your role. Until such time as you

KNOWLEDGE AND SKILLS

Essential:

- 3 years experience as a Front End / Wordpress Developer or in a similar role
- Proficiency in HTML, PHP, CSS and Javascript
- Strong knowledge of Wordpress customisation and theme development
- Experience with responsive and mobile first web design
- Understanding of SEO principles and best practices
- Excellent problem solving and debugging skills
- Experience with any of the following would be beneficial:
 - WP Engine & ACF
 - Vercel, React.js/Next.js
 - Google Tag Manager & Analytics
 - Adobe Suite

Personal Attributes;

- Comfortable engaging with a wide range of stakeholders across the business
- Strong attention to detail and ability to meet deadlines.

are deemed competent by the business in carrying out regulated activity, your role will not be able to discuss funeral plans with clients.

- Even though your role is not directly involved in regulated activity, we may nevertheless require you to undertake some training associated with understanding how to operate in a business which is regulated. For example, we may provide you with training associated with how to abide by the FCA's general conduct rules.

- A clear understanding and commitment to confidentiality and sensitivities of the funeral industry
- Organised, able to multi-task and able to manage own workload, demonstrates being a good team player
- Willing to be flexible and adaptable to the needs of the organisation

OUR COMPANY VALUES AND HOW I LIVE THEM

<p>HELPING PEOPLE</p> <p>Our business exists to help the bereaved to make fitting arrangements for their loved one's last journey and to provide lasting memories for families and friends. We do this with a positive, caring and understanding approach.</p>	<ul style="list-style-type: none"> – I act as an ambassador for the company by being responsive to the client's needs and responding promptly to client requests. – I actively seek to support others as well as asking for help from a manager or colleagues when needed. I proactively engage with the immediate and wider team. – I act as role models in all I do and say. – I support colleagues in delivering their goals, I am flexible to meet short term and unexpected business needs. I proactively volunteer to assist in a time of crisis. – I seek to understand the client's needs through probing questions and active listening – I share knowledge and experience freely. I offer and accept constructive feedback.
<p>RESPECT FOR EVERYONE</p> <p>We value diversity and treat everyone with the same respect, courtesy and dignity.</p>	<ul style="list-style-type: none"> – I communicate effectively, actively listen and question appropriately. – I respect the confidence of the clients and colleagues at all times – I can be relied on to be present and actively engaged in my work – I recognise and respect difference and diversity in our clients and colleagues alike. – I draw attention to inappropriate actions or behaviours within my immediate or wider team. – I seek to review all available information before making a decision and I willingly provide explanations and reasons to support my actions.
<p>PROFESSIONAL STANDARDS</p> <p>We are a professional organisation and we strive to achieve the highest possible standards in everything we do and to improve these standards continuously.</p>	<ul style="list-style-type: none"> – I take pride in my appearance and adhere to our company dress code. – I implement ideas to improve the processes and performance within the scope of my operation. I escalate suggestions outside my scope to my immediate manager. – I provide constructive challenge and ideas to continually improve our processes and performance. – I adhere to our policies, standards and processes at all times. I ask for clarification when needed. – I have an active interest in the business and understand the contribution I make through my work. – I think and act innovatively to improve value for both the clients and company.
<p>ACCEPTS RESPONSIBILITY</p> <p>We accept responsibility for our actions as a company and as individuals.</p>	<ul style="list-style-type: none"> – I demonstrate awareness of the impact of my own behaviour and how I use this appropriately with clients and colleagues. – I take personal responsibility to ensure that client's needs come first and that the company values are maintained at all times – I take personal ownership for resolution of issues, escalating those that cannot be resolved personally or promptly. – I know my own strengths and areas of development and I take responsibility for my own learning. I act on feedback to improve my own performance and impact. – I don't walk past a problem no matter how large or small. – I ensure that my work is delivered to a high standard, and I constantly aspire to improve the quality and value of our products and services.
<p>PARTNERSHIP</p> <p>We believe that we can only achieve our goals by working together in partnership with client families, suppliers and our employees.</p>	<ul style="list-style-type: none"> – I work effectively and collaboratively with others as a part of a team. – I seek to learn from others in order to continuously develop. – I successfully resolve issues in a way that maintains and builds a positive long-term relationship; I influence others using a win-win approach. – I bring ideas to the team and remain open to change. – I develop a positive working relationship with clients, my team and external influencers. – I actively seek the views of others. I listen and talk to people to improve the way I do things.