Role Profile

The Role			
Role Title:	Front End Developer	Reporting to (job):	Digital Experience Manager
Legacy job titles covered by this role profile:		Jobs that typically report into this role:	No reports
Function / Org Unit	Digital Experience; Marketing, Communications and Education	Job Number:	ERCD26
Base and travel	Hybrid - Southwater / Home	Band *(to be assigned by Reward)*	LC

Role Dimensions			
Number of direct reports	0	Manager/Individual Contributor:	Individual contributor
Number of dotted line reports	0	Budget (Operating/Capital)	None
Total No of Reporting Staff (include all direct and indirect reports)	0	Decision Making Authority & Responsibility for Resources	Day to day decisions regarding the feasibility of wireframe designs, and implementation detail associated with building new features and bug fixes. Managing workload on a daily basis to maximise productivity whilst taking into account business priorities associated with the tasks allocated. Determining when to engage with stakeholders to clarify requirements, demonstrate progress or query usability concerns.

Working Environment	Desk-based VDU user		

Role Purpose	To ensure that the RSPCA's online visitors can easily interact with our content by combining visual design with technical knowledge to create and optimise user-friendly digital experiences. To investigate and debug the front-end in a timely manner; and to unearth, test, and report any identified back-end bugs to the Development team (IT), and implement fixes. To support the delivery of the CRO roadmap by developing, implementing and running digital experiments. To share knowledge and expertise with others, providing advice on the feasibility of designs, best practice and new technologies/trends.
Principal Accountabilities	**Programming/software development (SIFA level 3)** Designs, codes, verifies, tests, documents, amends and refactors moderately complex programs/scripts. Applies agreed standards and tools to achieve a well-engineered result. Monitors and reports on progress. Identifies issues related to software development activities. Proposes practical solutions to resolve issues. Collaborates in reviews of work with others as appropriate. **Testing (SIFA level 3)** Designs test cases and test scripts under own direction, mapping back to pre-determined criteria, recording and reporting test outcomes. Participates in requirement, design and specification reviews, and uses this information to design test plans and test conditions. Applies agreed standards to specify and perform manual and automated testing. Automates testing tasks and builds test coverage through existing or new infrastructure. Analyses and reports on test activities, results, issues and risks.

	User experience analysis (SIFA level 3) Applies standard techniques and tools for developing user stories and eliciting user experience requirements. Organises and structures user experience analysis. Works with stakeholders to prioritise requirements and resolve conflicts. **User experience design (SIFA level 3)** Applies standard techniques and tools for designing user interactions with and experiences of selected system, product or service components. Reviews design goals and agreed security, usability and accessibility requirements. Creates storyboards, static wireframes and dynamic or workable prototypes. Assists, as part of a team, with overall user experience design. Assists in the evaluation of design options and trade-offs. Consistently applies visual design and branding guidelines. **User experience evaluation (level 4)** Selects appropriate tools and techniques to evaluate user experiences of systems, products, services or devices. Validates that security, usability and accessibility requirements have been met. Checks operational systems, products, services or devices for changes in usability and accessibility needs. Interprets and presents results of evaluations, prioritises issues and reports on remedial actions. Collates input for future user research.
Key Interfaces	Digital Experience team, Development team (IT), Media team, Digital Demand Manager, Digital Analyst
The Person	
Personal Attributes and Key Competencies	Enthusiastic about digital customer experiences, including staying up to date with new trends and emerging technologies Fantastic attention to detail Audience focussed

	Personable; works well with own and other teams
Essential Key Skills, Qualifications & Experience	Proven experience in a front end development role, developing within a CMS framework Experience with responsive design Proficiency in HTML, CSS and JavaScript Understanding of key design principles Understanding of SEO (search engine optimisation) principles Experience using graphical design applications Good problem-solving skills Excellent verbal communication skills and ability to explain technical concepts to non-technical audiences
Desirable Key Skills Qualification & Experience	Degree or other qualification in a related field
Personal commitment to:	● Adhere to the Society's charitable objectives, which are to promote kindness and prevent or suppress cruelty to animals. ● Take care of their own health and safety and that of others who may be affected by their acts and omissions. ● Uphold the RSPCA's core values ● Cooperate with Society policies and procedures ● Understand and comply with any Society Code of Conduct.
RSPCA Core Values	Our values for our employees, volunteers, trustees, branches and future members of our Community Engagement Programme guide everything that we do. They also guide how we work to rescue and care for animals and how we work with individuals, families, communities and other organisations.

	We are compassionate: we care deeply about the lives of animals, we have empathy for people, we act with kindness and consideration at all times
	We are inspirational: we are life changing, we inspire by taking the lead, we speak up when others don't, we take brave decisions, we change animals' lives for the better.
	We are committed: we never give up, we have energy and determination, we rescue animals from cruelty and neglect, giving them new opportunities and supporting others in doing so, and advocate for all animals at risk of harm.
	We are expert: we have expert knowledge which we willingly share, we act on the basis of evidence, we underpin our decisions and actions with science, data and experience.
	We act with integrity: we are honest and trustworthy, we act with integrity, we do what's right.

Creation and Authorisation					
Statements in this Role Profile are intended to reflect, in general, the duties and responsibilities of the position, but are not to be interpreted as totally inclusive.					
Profile written by:	Rebecca Straughan	**Role:**	Digital Experience Manager	**Date:**	17/01/2022
Approved by (operations):		**Role:**		**Date:**	
Approved by (HR):	Luan Moorshead	**Role:**	HRBP	**Date:**	9/2/22
Date Job last evaluated:	March 2022				