

Senior Front End Developer Job Description

Description of your role at Crafted

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Classified as confidential

Employee {Name}

Department Development

Reporting to Technical Director

Salary range £40,000 - £52,000 ; contributory pension, 25 days holiday plus 8 Bank Holidays

Benefits

Crafted offers a comprehensive benefits package in addition to remuneration, contractual holiday, an annual pay review and personal development programme and auto-enrolled pension scheme. Full details available from the HR Manager.

- Private Medical Insurance with Vitality Health (p)
- Free Gym Membership at Pure Gym Ipswich
- Employee Assistance Program (EAP) with a perks platform
- Lieu day for Charity work or money raising for a Charity
- Additional days holiday for length of service over 2 years (p)
- Access to a 6 -week sabbatical in your 5th year of service
- Cycle to work scheme (p)
- Season ticket loan (p)
- Blood donation during work time
- Access to Bronze, Silver and Gold awards for recognising excellence throughout the year
- Monthly Friday socials
- Clubs that are run in-house e.g. Book club, football
- Regular chair-based massages
- Complementary weekly lunchtime yoga
- Daily breakfast including cereal, yoghurts, toast etc....
- Free Fruit, healthy snacks and stocked drinks fridge
- Unlimited tea and coffee (Bean to cup machine available)

The above are non-contractual benefits, and some are subject to a successful probation period (p) and some are suspended due to the covid-19 pandemic.

Skills and Experience.

1. Job purpose.

Summary of the main objectives of the job.

As a Senior Front End Developer, you will have a keen eye for design and be an expert in front-end technologies combining your core skills in HTML, CSS and JavaScript with frameworks and best practices to create modern, responsive, optimised, and compliant templates, components and websites.

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You will work on a wide range of projects for our clients, across a wide range of sectors in a fast-paced agency environment.

You care about code, but you also demonstrate initiative, ownership and commercial awareness to support our project managers in delivering our projects on time and to budget.

2. Position in the organisation.

Details in relation to immediate supervisors, peers, subordinates.

The development department, headed by the Technical Director, comprises a Full Stack Team that includes our back end developers, a Front End Team and specialist roles including a Technical Architect, DBA and Senior DevOps Engineer. As a Senior Front End Developer, you will be a member of the Front End Team.

You will work closely with our web designers during both the design phase and whilst developing the front-end code, reporting to a client-specific project manager, who is the client's first point of contact and has overall responsibility for delivering the project.

You will also work closely with other members of the development team, supporting the back-end developers in integrating your front-end code into websites and web applications.

Our dedicated QA analysts will test all of your work and our Senior DevOps Engineer will help you set-up the CI pipelines for build and release management. You will also work with other parts of the agency during the project lifecycle, including our search team to optimise and implement SEO and CRO requirements.

We work in a friendly and supportive environment, where we collaboratively share and learn from each other to produce high quality solutions for our clients.

3. Tasks and responsibilities.

Examples of key accountabilities of the role.

- Develop the front-end code to support our Microsoft .NET based websites and applications, using HTML, CSS and JavaScript, front-end frameworks such as Zurb Foundation and Twitter Bootstrap and JavaScript libraries and frameworks such as Vue.JS, AngularJS and jQuery.
- Develop static websites and applications using a JAMstack and microservices approach, powered by APIs (RESTful and GraphQL).
- Support and collaborate with designers during the wireframe and design phase, advising on development considerations, feasibility and creating prototypes and mockups where required.
- Support the back-end developers during integration of the front-end code into our websites and applications.
- Support the project managers in planning, documenting and estimating the front-end development requirements for a project.
- Build common UI libraries for reusing patterns, components and styles between projects.
- Recommend improvements to front-end development workflows and practices, which will help to improve efficiency, quality and capability.
- Optimise front-end code using tools including Google Lighthouse, Google PageSpeed Insights and WebPageTest, ensuring websites perform quickly from both a user and an SEO perspective.
- Ensure front-end standards, conformance and best practice are adhered to, including W3C validation, GDPR and cookie consent, WCAG accessibility and SEO requirements such as structured data and semantic mark-up.

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- Keeping up-to-date with UI and UX best practices, including responsive behaviours and techniques, image formats, lazy loading, navigation, animation, forms, validation, modals etc.

4. Job dimensions.

Detail of behaviours and requirements of the role.

- Take ownership for the quality of your own work and the work of other developers working with you, ensuring code is clean, efficient, testable and meets the functional and technical specification.
- Focus on producing robust code and functionality, testing your own code to minimize issues and bugs raised through QA testing.
- Commercial awareness, balancing commercial, functional and development requirements with project deadlines and budget, communicating effectively with your project manager where needed.
- Lead by example in your attitude and commitment to delivering projects to time and budget.
- Ability to challenge or question requirements and solutions in a positive and constructive manner.
- Work with other members of the development team and wider agency with a collaborative and supportive attitude.
- Ability to quickly learn and adapt to new frameworks, platforms and technologies, to be able to support existing and future projects.
- Keep up-to-date with the latest frameworks, trends and front-end technologies to stay ahead of the curve.
- Ability to communicate effectively with technical and non-technical stakeholders and keeping your project manager up to date with progress and any issues which could cause an impact to project deadlines.
- Willingness to share knowledge and support other members of the development team through code reviews and mentoring.
- Good time management to effectively manage your workload when working on multiple projects.
- Embrace the fast-paced environment and variety of projects, technology stack and platforms.
- Meet tight deadlines as required.

5. Experiences and competencies.

Details of knowledge, skills and experience required of the role.

- Experienced front-end developer with at least 6 years of commercial experience, ideally having worked in an agency environment with experience working on public facing responsive websites.
- First class HTML skills, developing W3C valid and semantic mark-up, optimised for SEO and performance.
- First class CSS and SASS skills, building maintainable and modular architectures using CSS design patterns such as BEM or OOCSS.
- Strong experience of responsive and mobile first development, both bespoke and using front-end frameworks such as Zurb Foundation, Twitter Bootstrap or Tailwind CSS.
- Strong JavaScript skills (ES5/ES6) and experience using JavaScript libraries such as jQuery.
- Excellent knowledge and experience using JavaScript frameworks, predominately Vue.JS but other frameworks such as AngularJS and ReactJS are also beneficial.
- Experience using RESTful Services and/or GraphQL and third-party APIs such as Google Maps, MapBox and social channel APIs such as Twitter and Instagram.
- Awareness of design systems, style guides and tools such as Storybook.JS, Carbon Design System or Material Design.
- Experience adhering to WCAG accessibility guidelines.
- Page speed optimisation using tools such as Google Lighthouse, Google PageInsights and WebPageTest.

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- Strong experience of SEO best practices and requirements including Structured Data, Twitter/OpenGraph, Google Tag Manager and datalayers/tracking.
- Advanced experience using task runners such as Gulp and bundle systems such as Webpack.
- Experience developing and testing for cross browser compatibility and legacy browsers.
- Proficient in using git version control and branching.
- Good time management and communication skills.
- Experience mentoring or supporting peers.

Desirable knowledge and experience.

- JAMstack experience building full websites using HTML, CSS, JavaScript and APIs.
- Static site generation, using frameworks such as Gatsby or VuePress and platforms such as Netlify.
- Server side rendering using frameworks such as Next.js or Nuxt.js.
- Progressive Web Apps.
- Single Page Applications (SPAs).
- Automated front-end and unit testing.
- Experience with traditional CMS platforms such as Kentico CMS or Umbraco CMS and headless CMS systems in a JAMstack architecture.
- Familiarity with agile methodologies and project management tools such as Microsoft Azure DevOps and Atlassian JIRA.
- Commercial experience working alongside project managers to estimate and plan development work.
- Any knowledge of MVC architecture.
- Any experience with Microsoft .NET and C#.
- Any mobile app development experience using front-end based frameworks such as React Native.

Behaviours.

We're looking for someone who is proactive, passionate, respectful, and willing to collaborate.

As a Senior Front End Developer at Crafted you will work in an exciting fast paced agency environment where you will need to get things done quickly and efficiently but to a high standard of quality. The role is for someone who loves variety and pace in their work and can work collaboratively with a range of people. Because we're an integrated agency, integration and discussion with other stakeholder teams such as the SEO or Design team is welcomed and encouraged.

At Crafted we are focussed on working better, not just harder. You will be keen to show your ability to come up with creative and effective solutions to problems, taking on board the need to keep to budgets and timescales agreed with the client. You will also take on feedback and seek support where needed.

Crafted's values.

Go Deliver

Go Together

Go Beyond

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Best for our clients	Be dependable and considerate	Finding solutions to problems
Keep our promises	Respect; for clients and colleagues	Contribute outside your speciality
Taking pride in our work	Flexibility and willingness to help others	Thinking bigger
Take ownership	Supporting a friendly and fun environment	Impact outside of our four walls
Expertise, quality and commitment		

Go Deliver.

Taking ownership of delivering against a project or activity. Showing professionalism and integrity when representing Crafted and its clients, both within the office and externally. With a love for what you do, you'll take pride in and produce high quality work and be detail-orientated to ensure we're delivering the best possible service.

Go Together.

A collaborative, supportive and respectful approach to your work. Be a positive role model for others and ensure that colleagues can depend on you by taking responsibility for your work. Maintain flexibility in an ever-changing workplace. Be open to change and improvements in our industry, work, services and environment. Support our culture of helping each other and our clients.

Go Beyond.

By being proactive, you'll pre-empt issues and challenges, contributing your suggestions for improvements. By caring about the agency, our impact, and our clients, you'll add value outside of the day-to-day. Continue to build trusted partnerships with existing and new clients through outstanding work and genuine relationships. We don't strive for performance, but out-performance.

Declaration.

This job description is not exhaustive but is provided to assist the post-holder to know what their main duties are. It may be amended from time to time without changes to levels of responsibility appropriate to the grade of the post and in discussion with the post-holder. Crafted is an equal opportunities employer.

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Signed for and on behalf of Crafted Media Ltd

By:

Date:

X

Signed for and on behalf of the employee

By:

Date: