

Peter Hattersley & Partners Ltd

JOB DESCRIPTION

This job description outlines the key accountabilities of, and output required from, the postholder. It is not a definitive list and the role may well change and evolve over time.

Job title: Web Developer (intern)

Department/team/location: Carrington Head Office, Manchester.

Reports to: Managing Director

Staff responsible for:

Main purpose of the job:

This role will facilitate knowledge enhancement in both technical and creative web development within a small insurance brokerage. The firm requires to develop its web presence including the integration of social media communication tools leading to more effective communication and customer retention / attraction.

Key tasks and responsibilities:

- prepares creative designs of website for management consideration.
- build the architecture of the site leading to testing and commissioning.
- link social media communication tools to webplatform.
- develop SEO optimisation.
- integrate / build CMS system

Additional responsibilities:

Creative design of additional marketing materials (brochures, newsletters, merchandise etc).

Measurable outputs:

- Completed project facilitating additional web traffic.
- Effective marketing tools for continued use within the firm.

Decision making authority:

Budgetary authority:

Practical requirements:

The above job description is a guide to the work you may be required to undertake but does not form part of your contract of employment and may change from time to time to reflect changing circumstances.

Job description prepared by: Julian Shawcross

Date: 23rd July 2010