

Junior Web Designer / Developer

- Are you interested in building a career in website design or website development?
- Do you fancy the idea of a varied job role, where you'll get involved in everything from customer support to improving the tools we use within the business?
- Are you motivated to learn lots of new skills in a short space of time?

If so, we might just have the perfect job for you!

Primary Image is looking for a full-time junior website designer / developer, based in Southend-on-Sea in Essex, to join our growing company and be involved in a variety of tasks.

About Primary Image

Primary Image is a small, established web design agency. Whilst many of our customers are based in Essex and London, we also have clients throughout the UK, from Somerset to the Scottish Highlands!

Since we started in 2010, we've built our reputation specialising in web design software called WordPress, which powers about one in three websites in the world!

We work with customers in a wide variety of business sectors, from small local traders to large multinational organisations. Our largest customers' websites take over £500,000 sales a year and get over five million visitors a year, so they rely on Primary Image to provide the very best service. That's where you'll come in...

Whilst we're not a big business, our clients appreciate the friendly and personal nature of our customer support. We recognise our customers when they call us. We know their websites inside out. We want to ensure they feel valued. And that's why most of our customers have been with us for years. So it's extremely important that you're passionate in delivering a great customer experience for them.

What you'll be doing

We're really excited to give somebody the opportunity to develop a lot of new skills. We will put together a full training plan and start you off on some practice projects, so you can rapidly develop new skills over the first few weeks. For your part, you'll need to be highly motivated and be prepared to pick up lots of information over a short space of time!

Over time your job will involve being hands-on in most or all of the following responsibilities:

- **Design brand-new websites from scratch**, including exploring ideas with clients and project managing the process from start to finish (i.e. website design). This will involve creating the visual/creative elements of a website, and structuring a website in a logical way. Also, you'll give careful consideration to how webpages adapt for desktops and mobile devices.
- **Building new features on existing websites**. This could involve website design and/or web development. You may possess or be interested in learning various web programming languages, such as HTML, CSS, JavaScript, jQuery, PHP and more. (But, don't worry if you're not a coder, as they'll be plenty of non-programming tasks to keep you busy instead!).
- **Managing the technical running of the websites**, such as installing software upgrades, testing websites, monitoring the web servers, and other maintenance tasks.
- **Supporting existing clients and new customers**, such as editing and adding new content, providing customer care, and offering advice.

And it's expected you'll be involved in several of these other tasks below on a less frequent basis. We'll tailor your day-to-day work to the areas you're most interested in.

- Image editing, for example using Adobe Photoshop software.
- Search Engine Optimisation (SEO).
- Social media management.
- Website security hardening and audits.
- Website accessibility testing.
- Photography for clients.
- Creating video productions for use on the web and in social media.
- Email marketing (e.g. using MailChimp).
- Running tests and checks on new websites or new features, to ensure they work as expected (i.e. quality assurance).

- Running training sessions or screen-sharing tutorials.
- Writing documentation for clients, or for internal use.
- Domain name registration and management.

In addition, we'll expect you to help with the ongoing running of the business, such as:

- Responding to enquiries and requests via email and phone.
- Marketing and attracting new customers to help grow the business.
- Preparing quotes for new work.
- Publishing blogs, writing advice articles for our customers (e.g. "how-to" guides) and updating the Primary Image website, and very much improving how we keep in touch with customers.
- Invoicing and preparing reports.
- Maintaining client notes.

We've also got some big ideas on expanding the business. Primary Image is increasingly focussing on web design and WordPress support services, so we're planning a rebrand, redesigning our own website, improving a lot of our internal processes and tools, launching new products, and making the business work even more efficiently.

And so we'd love you to be involved in bringing your ideas to the table and help shape how the business operates. Therefore, we need someone who is really enthusiastic and full of ideas... So are you a match for what we're looking for below?

About you

You do not need any formal qualifications to apply for this job, as we'll be providing you with lots of training. However, we're looking for the following kind of person:

- Be passionate about good website design.
- Have an appreciation of great design, with a strong attention to detail in relation to layout, typography, colour and imagery.
- Have excellent customer service skills, to ensure clients are left with a positive impression of Primary Image.

- Have very good written and verbal communication skills, ensuring you represent Primary Image professionally.
- Take deadlines seriously, be punctual, have a "can do" attitude, and be highly organised. We need someone who can prove they're motivated and has the ability to work fast.
- Have an appetite to keep learning, developing and improving.

And the following aren't essential, but do tell us if you're familiar with:

- Editing and managing WordPress websites, such as running your own website in your spare time, etc.
- Using cPanel software (we use this to manage the hosting accounts, which is used on millions of other websites).
- Using graphic design software.
- Web programming languages, such as HTML, CSS, JavaScript, PHP, etc.

The important details

Hours: This is a permanent full-time role (35 hours a week + hour lunch break) from 09:00 to 17:00, Monday to Friday.

Salary: £15,470 - £17,290 per year.

Office location: Southend-on-Sea, Essex.

Like a lot of companies, especially in the tech sector, we recognise the world is adapting to COVID-19 changes. Employers and employees are seeing the benefits of more remote working, so whilst you'll be expected to work from the office on most days, there may be an opportunity for a flexible arrangement, with some working from home.

Funding: For the first year, this role is funded and supported by Re:Generation 2031, a Creative Estuary project. Re:Generation 2031 wants to empower more young people to access creative careers and to champion the next generation of creative talent. The postholder will receive additional support through the Re:Generation 2031 training and

mentoring programmes, and time will be allocated to accommodate participation in these activities.

Eligibility:

Due to the criteria of the funding of this position, to be eligible to apply for this role you must be:

Aged between 18 and 24 at the time of appointment.

Currently residing in one of the following districts of South Essex or North Kent: Basildon, Canterbury, Castle Point, Dartford, Gravesham, Medway, Southend, Swale, Thanet or Thurrock.

Not currently in employment in a role within the creative industries.

Not in full-time education or training at the point the role commences.

Diversity:

Primary Image is committed to equal opportunities and we welcome diversity. And should you have any specific workplace requirements, please feel free to discuss this with us on the details below.

Benefits

- Well provide lots of training and a tailored development plan, with an opportunity to achieve an NVQ Level 3 Diploma in Web Design, or similar qualification, whilst in work time.
- An opportunity to attend web design/development conferences and social events.
- A company laptop and equipment.
- Potential for some working from home.
- A relaxed dress code.
- 28 days' paid annual leave per year, including bank holidays.
- A company pension scheme.
- And you'll be encouraged to spend some time working on community or charitable projects, which do not necessarily have a business benefit.

Application and closing date

- Please apply by going to <https://www.primaryimage.uk/vacancy-for-junior-web-designer-developer>.
- You'll need to upload your CV and answer a few short questions.
- **The closing date is Monday 5th July 2021 at 17:00.**
- If you have any questions about the role, please email hello@primaryimage.com. (But, please note, we cannot accept applications via this email address).
- And the Re:Generation 2031 team are also available if you need any support applying for this role, such as writing a CV or preparing for an interview. Please email Project Assistant Alice Heggie at a.heggie@kent.ac.uk for more assistance or guidance.
- Applicants will be invited for an interview during w/c 12th July 2021 at our offices in Southend-on-Sea, with social distancing guidelines being followed. We would be keen for the successful applicant to start by the end of July 2021 or as soon as possible.

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Creative Estuary (www.creativeestuary.com) is driving a creative and economic revolution in the Thames estuary area, helping to back a new generation of creative talent. Creative Estuary is supported by the Department for Digital, Culture, Media and Sport's Cultural Development Fund, which is administered by Arts Council England.

Creative Estuary has a vision to forge a new future founded on creative energy and innovation, along the length of the Thames Estuary.

At Creative Estuary our ambition is clear: To transform 60 miles of the Thames Estuary across Essex and Kent into one of the most exciting creative clusters in the world. We're going to do this by developing the places where the creative industries can build a vibrant and prosperous future, enriching communities and strengthening the region.