

Professional Job Position Description

Section I: Position information

Effective date <small>Click or tap to enter a date.</small> <input type="checkbox"/> Update only <input type="checkbox"/> Classification review	
Position title	User Experience and Frontend Development Lead
Position number	999898
Classification level	C
Position affiliation	<input checked="" type="checkbox"/> AUFA <input type="checkbox"/> Excluded
Location	Virtual - Alberta
Department	University Relations
Reports to	Manager, Web & Digital Strategy

Position summary

Briefly describe the main purpose(s) of the position.

The User Experience and Frontend Development Lead is responsible for the development and improvement of user interfaces and information architecture for websites and web applications within Athabasca University and University Relations digital and web operations.

The incumbent is responsible for planning, designing, programming and implementing front end solutions that support student recruitment, and retention at Athabasca University.

The incumbent will also help maintain existing websites and services, by identifying problems, recommending, designing and implementing improvements.

Duties and responsibilities

Organize by key responsibility area and include % of time spent where possible.

Planning and Analysis 40%

Reporting to the Manager of Web & Digital Strategy, the User Experience and Frontend Development Lead must monitor and analyze user behaviour to identify potential problems, research solutions and propose improvements to user interfaces (UI) and content organization for mobile apps, web apps, websites and self-serve information systems.

The incumbent will be expected to provide expertise and leadership for the development and the establishment of instructional UI standards and the planning of front end development for new and existing user interfaces, websites and self-serve information systems.

Front End Development 45%

The User Experience and Frontend Development Lead will be responsible for architecting, front end coding, testing and debugging of the presentation layer of websites and user interfaces for applications. The incumbent will collaborate with web designers to implement look and feel and back-end developers to integrate the presentation layer with underlying systems.

Working at a high technical level through all phases of this development is required.

Collaboration with University Relations and university staff will be essential for successful development.

The incumbent must keep up to date on latest front end web technologies and innovations.

Online Resources Maintenance and Monitoring 15%-20%

1. Performs maintenance on University Relations websites, applications and self-service systems, including content updating.
2. Monitors University Relations self-serve information systems, identifies problems and implements front-end solutions.
3. Creates and monitors mass email campaigns, recommends improvements and where appropriate trains other AU staff on mass email systems.

The incumbent is responsible for reporting project status and outcome measures as required for periodic project assessment purposes.

Occupational health and safety

Employees:

Responsible to participate in the AU OHS program as required.

Supervisors:

Responsible for awareness of one's OHS Responsibilities as an AU employee and supervisor, for participating in the AU OHS Program as required, and for ensuring the participation of employees in the AU OHS Program as required.

See: <https://ohs-pubstore.labour.alberta.ca/li008>

Classification factors

Communication

The incumbent must communicate with a broad range of stakeholders, designers, web developers, content authors and implementers of web solutions within the university. The incumbent will have to communicate at a high technical level and work in collaboration with others throughout the university, while still being able to communicate effectively with non-technical AU staff.

Supervision

Reporting to the Manager of Web & Digital Strategy, the User Experience and Frontend Development Lead works independently with minimal supervision.

Impact of service or product

The incumbent plays a crucial role in developing, maintaining and improving applications, websites and self-serve information systems accessed by staff, students, and prospective students. The presentation layer, or user interface (UI), is what the end user interacts with. The UI determines

whether a student, perspective student or staff member has a positive or negative experience of AU. The position is responsible for, wherever possible, improving the user experience of AU online assets which is of vital importance in reducing costs, retaining students and attracting new students.

The incumbent is responsible for the monitoring and improvement of AU's self-serve knowledge base, the improvement of task completion on AU's marketing and main websites. The incumbent consults with other AU departments to improve task completion and general usability. The optimization of the presentation layer (UI) plays a key role in enhancing and supporting AU's web presence.

Independence of action

Within the guidelines and policies set out by the university the incumbent will identify, research, initiate, plan and implement improvements to the presentation layer (UI) of AU's on-line information systems and websites.

The incumbent will provide both written and verbal reports on progress and results to the Manager, Web & Digital Strategy as required by project schedules, unit and university reporting requirements.

Actions and results will only be reviewed for appropriateness, feasibility, effectiveness and conformity to AU guidelines and policy.

Complexity

This position requires a significantly broad range of skills in information architecture (as it applies to websites), human factors, user centred design, interaction design, usability testing, and front-end web development.

Required skills include user behaviour analysis, planning, designing, and implementation of front-end solutions for mobile devices, websites, and applications.

Planning

Work involves investigation and analysis of conditions, problems and questions that are occasionally unusual and may be the result of evolving trends and the development of user interfaces and presentation layers for online applications, mobile devices and websites.

Signatures for section I

Incumbent signature		Date Select a date.
Supervisor signature		Date Select a date.

Section II: Qualifications

Qualifications

Includes education, experience, skills, abilities, and any other special qualifications required. The qualifications relate to the position not the incumbent.

General

The position requires a self-starter who can work independently, and as a team member. Excellent ability to conform to and advise on sound standards for user interfaces and web presentation. Time management and project management skills are vital, as are strong interpersonal skills and the ability to work with diverse individuals.

Education / Experience

This position requires a graduate of a recognized four-year degree preferably in Web Design, New Media, Multimedia, or a related discipline along with five years of related experience in user interface or user experience development. The incumbent must be proficient in CSS, HTML and popular JavaScript frameworks.

An equivalent combination of education and experience may be considered.

Technical and related skills

This position requires advanced knowledge in user experience design and standards, information architecture, accessibility, usability testing, CSS and HTML. Competency in PHP, JavaScript, relational databases (MySQL) and XML is also required.

The following are considered an asset:

- Knowledge of human factors and psychology,
- Knowledge of the content management systems especially Alfresco,
- Basic knowledge of visual communications (graphic design), and marketing.

Signatures for sections I and II

Department Head signature		Date Select a date.
Executive Officer signature		Date Select a date.
Human Resources review		Date Select a date.