

Web developer

Department	Recruitment, Partnerships and Marketing
Grade/ Salary:	Grade 6, £39,927-£42,473
Contract Type:	Permanent
Hours:	35 per week (1FTE)
Location:	Hybrid based in New Cross, London

Goldsmiths

Goldsmiths, University of London is a world-leading centre of educational excellence where ground-breaking research meets innovative teaching and thinking. We're looking for inspiring and talented people to help build on our global reputation while also growing personally in a true learning organisation.

As a University we are working to tackle inequality in all its forms and are working to promote equality on grounds of race, disability, age, sex, gender identity, sexual orientation, religion and belief, marriage and civil partnership, pregnancy and maternity, and caring responsibilities. We are keen to attract candidates from diverse backgrounds who share our commitment to creating an inclusive culture in which all students and staff can thrive.

Information for candidates with disabilities can be found on our [Disability & Individual needs](#) page. We are happy to supply information in alternative formats for disabled applicants. Please contact hr-recruitment@gold.ac.uk to make your request.



Recruitment, Partnerships and Marketing

Recruitment, Partnerships and Marketing is responsible for attracting students to Goldsmiths – whether on our campus or at partner organisations through transnational education.

The Recruitment team is responsible for creating leads with potential students through in-person activities at recruitment fairs and school and college visits in the UK and internationally, alongside digital engagement.

The Partnerships team is responsible for delivering innovative academic partnerships in collaboration with higher education providers around the globe. They lead Goldsmiths' transnational education partnerships, creating, developing, and managing academic partnerships in the UK and internationally.

The Marketing team is responsible for driving positive brand engagement among students and their supporters. With a core focus on student recruitment, the team does this through compelling storytelling delivered through integrated campaigns across a range of channels and touchpoints including through the Recruitment and Partnerships teams.

Job description

Reporting to: Head of web and digital experience

Reports: N/A

Summary:

The Web developer is responsible for developing, maintaining and improving the University's Gold.ac.uk website, SharePoint intranet-related digital platforms, ensuring they are high-performing, accessible and aligned to user needs and marketing objectives.

The role supports the delivery of effective digital experiences that enhance student recruitment, engagement and reputation.

Working within the marketing team, the postholder will collaborate with content, design and marketing colleagues to implement web solutions, improve user journeys and deliver new functionality. The role will contribute to the ongoing optimisation of the website through technical development, problem-solving and the application of best practice in web standards, accessibility and performance.

Main duties:

- Develop, test and maintain Gold.ac.uk within the TerminalFour CMS, including templates, components, workflows and site functionality.
- Implement front-end and back-end web solutions using HTML, CSS, JavaScript, PHP and MySQL, following appropriate development standards and frameworks.
- Develop and maintain site search functionality using Funnelback, including search configuration, templates, relevance and user experience improvements.
- Ensure websites are responsive, accessible and optimised across a range of devices and browsers.
- Troubleshoot and resolve technical issues, ensuring minimal disruption to users.
- Work with marketing and recruitment teams to deliver web pages, landing pages and digital assets that support campaigns and student recruitment activity.
- Implement updates and enhancements to improve user journeys, engagement and conversion.
- Support the integration of web platforms with other systems (e.g. CRM, forms, third-party tools).
- Apply UX and accessibility best practice in all development work, ensuring compliance with relevant standards (e.g. WCAG).
- Support improvements to website usability, navigation and structure based on user needs and feedback.
- Assist in monitoring and improving website performance, including page speed and technical SEO.
- Configure and maintain CMS templates, components and workflows.
- Ensure consistency and quality of implementation across web pages and templates.
- Test new features, developments and updates to ensure functionality, usability and compatibility.
- Identify opportunities for improvement and contribute to the ongoing development of the website.
- Support A/B testing and other optimisation activities where appropriate.
- Work collaboratively with colleagues across marketing, recruitment, IT and academic departments to understand requirements and deliver effective solutions.

- Support ITDS in ensuring Goldsmiths' digital security is robust and able to withstand increasing interventions against us as part of a trend across the sector
- Translate technical concepts into clear, accessible language for non-technical stakeholders.
- Contribute to a positive and collaborative team environment.
- Support the delivery of web-related projects, including new developments, enhancements and system upgrades.
- Assist in planning and implementing technical solutions within agreed timelines.
- You will be required to undertake any other duties as may reasonably be required
- Ensure that you are aware of and aligned with Goldsmiths' Regulations, Strategy, and Objectives to work together to proactively advance Equality and Diversity
- At all times to help maintain a safe working environment by participating in training as necessary and following the Goldsmiths' Health and Safety Codes of Practice and Policy

Person Specification

Detailed below are the types of qualifications, experience, skills, and knowledge which are required of the post holder. Selection will be made upon evidence of best fit with these criteria.

The Essential criteria sections show the minimum essential requirements for the post, therefore if you cannot demonstrate in your application, you meet the essential criteria categorised below, you will not be invited to interview.

The Desirable criteria sections show additional attributes which would enable the applicant to perform the role more effectively with little or no training.

The Category column indicates the method of assessment:

A = Application form

C = Certificate

I = Interview

R = Reference

T = Test

P = Presentation

	Category
Essential Criteria 1 - Qualifications	
Degree or equivalent experience in a relevant discipline (e.g. web development, computer science, digital media)	A, C, I

Desirable Criteria 1 - Qualifications	
Essential Criteria 2 - Experience	
Experience of developing and maintaining websites using modern web technologies (e.g. HTML, CSS, JavaScript)	A, I, P, T
Experience of working with a content management system (CMS)	A, I
Experience of implementing responsive and accessible web design	A, I, T
Experience of working collaboratively within a team to deliver digital solutions	
Desirable Criteria 2 - Experience	
Experience working in a marketing or digital communications environment	
Experience within Higher Education or a similarly complex organisation	
Essential Criteria 3 – Knowledge	
Knowledge of web development principles and best practices	A, I, T
Understanding of accessibility standards (e.g. WCAG)	A, I, T
Understanding of user experience (UX) principles	A, I, T
Awareness of SEO and website performance considerations	A, I
Desirable Criteria 3 - Knowledge	
Understanding of digital marketing and the role of websites in supporting campaigns and recruitment	A, I
Awareness of data protection and web compliance requirements	A, I
Essential Criteria 4 - Skills	
Strong technical and problem-solving skills	A, I, T
Good attention to detail and commitment to quality	A, I, T

Ability to manage own workload and prioritise tasks effectively	A, I
Good communication skills, with the ability to work with both technical and non-technical stakeholders	A, I
Ability to work collaboratively as part of a team	A, I

Please also note that where qualifications are required, employment is conditional on the verification of them. Qualifications (must be original documents) will be checked on or before the first day of appointment.

JUNE 2026

Summary of Benefits

If you choose to work with us, you'll become part of a learning organisation that is committed to professional and personal development, with comprehensive and innovative staff development and wellbeing programmes.

You'll also have access to frequent lunchtime and evening talks, seminars and performances, and annual performance and development reviews.

Our other benefits include:

- Competitive salary
- Working in Zone 2, with fantastic transport links and interest free travel to work loans
- Excellent annual leave entitlement plus additional closure days at Christmas and Easter
- 3 days of volunteering leave per annum, plus parental and study leave allowance.
- Maternity, paternity, shared parental leave and adoption leave and pay
- Membership of USS or LPFA pension scheme, dependent upon grade
- Contractual sick pay provision
- Access to an Employee Assistance Programme, offering 24/7/365 confidential and free advice, support, and information service on a range of personal, family, or work-related matters.
- Free eye tests
- Cycle to work scheme
- Wellbeing initiatives including the Chaplaincy and Staff Choir
- On-site [dining facilities](#)
- Access to University of London facilities such as [Senate House Library](#)
- Membership of Staff Diversity Networks: (Dis)Ability, Goldsmiths Race Equality Group, LGBTQ+, Menopause, Parents and Carers, Women at Goldsmiths. (Staff are also encouraged to join networks as Allies should they wish to do so rather than as members)

Further information

For more information about Goldsmiths, please visit: www.gold.ac.uk/about

Thank you for your interest in working with us, we wish you all the best with your application.