MIT Academy of Engineering	**JOB DESCRIPTION**
Prepared by: Digital Marketing Manager **Date:** 20-06-2024	**Approved by -** Head Marketing / Registrar / Director **Date:**
Job Title	**Web Developer**
Reports to	**Digital Marketing Manager**

Duties and Responsibilities:

- Designing and building responsive and mobile-friendly websites optimised for different devices and browsers.

- Writing clean, efficient, and well-documented code using languages such as HTML, CSS, XML, JavaScript, PHP, and MySQL.

- Implementing and maintaining website content management systems.

- Troubleshooting and debugging issues to ensure websites are functioning correctly.

- Staying up-to-date with the latest web technologies and industry trends to ensure the website is current and secure.

- Creating and managing databases for website functionality.

- Ensuring website accessibility and security to protect sensitive data and user information.

- Maintaining and updating existing websites.

- Testing both new and current websites and correcting potential errors that may arise.

- Updating the latest SEO-related technical and non-technical changes in the MITAOE website (On page SEO of MITAOE).

- Regularly check the performance of all MITAOE websites to optimize all of them as and when required to maintain the Google search Engine standard technical requirements.

- Create and maintain various portals for the collection of the Institute's important data from the various stakeholders in a standard format.

- Integration and maintenance of various payment portals for online fee collection from students.

- Creation of various digital campaign material like Emailers, web pages, forms etc.

- Daily social Posting of content like Images, text, Infographics, videos, reels etc. on official social media platforms of MITAOE.

- Regular posting of informational Blogs on MITAOE websites upon sharing by the content and graphics team.
- Creation of various landing pages as and when required for paid lead generation campaigns.
- Timely coordination within the team and with schools and various departments for website-related work.
- Timely identifying, resolving and updating the website's back-end issues. Reporting the issues to the concerned authorities as and when required.

Qualifications:

- Master's degree in MCA or equivalent education.
- In-depth knowledge of coding languages HTML, CSS, XML, JavaScript, PHP, MySQL.
- A minimum of 3 years of experience in website frontend and backend development.
- Required knowledge of various social media platforms, best practices, and website analytics.
- Creative thinking and problem-solving ability
- Proficiency with marketing tools and software
- Strong communication skills and the ability to build good working relationships with team members and leadership
- Practical experience and coding skills
- The ability to multitask while keeping to the MITAOE's timing and budget limitations
- Strong problem-solving and debugging skills
- Experience with CMS (Content Management Systems) such as WordPress, Shopify, Magento etc.
- Knowledge of computer operating systems, web browsers, and mobile apps
- A solid understanding of web standards, accessibility, cross-browser compatibility, website security and data privacy best practices
- Familiarity with website hosting and server management