JOB DESCRIPTION
FRONT END ENGINEER LEAD

Stratagile
A **CHIME** COMPANY

Job Description

The frontend developer will convert innovative designs to an immersive consumer experience that is simple & responsive yet meets customer requirements. The developer would proactively participate in all steps of user experience design & implementation to provide early feedback and ensure alignment with all squad members, working closely with Digital Banking, Web Management Digital Marketing and Products team to implement execute Web optimization capabilities which drive measurable lift on digital business goals. The role requires proven leadership, outstanding stakeholder management and in-depth technical knowledge of Web management. Strong knowledge of Web development is a pre-requisite, with deep hands-on experience with HTML5 / CSS3 / Vanilla Javascript / jQuery and W3C standards. It entails significant complexity and scale in terms of designing, implementing and optimizing customer interactions, working closely with the SEO, Marketing, Analytics, IT, Products on improving Onsite performance and conversion.

The Front End Developer will co-lead the vision and implementation of Onsite optimization strategy along with the Test Lead and the SEO Lead, working amongst a cross-functional team in ideating Web optimization initiatives, prioritizing & conducting rapid tests. The Front End Developer will be ultimately responsible for activation and operationalization of each Onsite improvement initiative, with delivery of the test and learn programme across the Website. Ultimately, he will act as a facilitator and connector between core team members of the cross-functional agile squad and external stakeholders who manage key marketing technology platforms.

Key Roles & Responsibilities

- Create responsive websites for Agile digital marketing tests by converting wireframes/ designs (PSDs) to HTML/email templates; apply styling elements utilizing HTML, CSS, & JavaScript to web properties
- Track the performance of the tests, continuously optimize them and propose ideas for further optimization
- Audit and troubleshoot our web pages (using automated audit tools/manual updates) and develop roadmap to help implement required changes
- Maintain, manage and update a functional, easy-to-use and up-to-date website
- Manage and continuously optimize the performance of the website (e.g. for SEO and conversion), continuously driving toward a best-in-class onsite experience
- Measure the performance of current and new user journeys and optimize them in the light of measurement data
- Continually drive toward a best-in-class website experience through ongoing website optimization leveraging analytics
- Develop new web pages, landing pages and microsites as required
- Develop custom mark-up suitable to be integrated into pages via A/B testing platforms like Adobe Target
- Ability to understand and debug JavaScript tags for martech and adtech platforms – typically via tag management platforms
- Ideate over web/email designs with UX designers and provide user experience feedback to enrich the recommended design
- Work with a variety of stakeholders, e.g., Scrum master, UX designers and back-end developers to align on and accomplish deliverables
- Assist with content development and information architecture
- Works closely with IT to align on development tools & methodologies
- Collaborate with a range of partners, e.g., Web Management, Online/Mobile platforms, Digital Banking, Digital Marketing, Marketing agencies, Legal, Compliance, Security
- Own interaction points with members of core team (e.g., test lead, digital marketing specialist, copywriter, analytics specialist, product specialist) and any other relevant stakeholders to get web updates done
- Read business requirements and turn them into technical implementation
- Act as "air traffic control" for Web channel – has strong understanding of Web and other digital channels
- Engage with data analytics to assess & report test performance and projections
- Manage dependencies and efficiently communicate plans, issues and results with senior management on a proactive and regular basis
- Effectively manage priorities and backlog, and communicate workload, status and timelines with stakeholders
- Ensure that a compliance focus is embedded across the website and that regulatory requirements are satisfied while risks are mitigated and addressed
- Display awareness and understanding of the Operational Risk Framework for Retail Banking
- Display awareness and understanding of the regulatory framework, in which the Group operates, and the regulatory requirements and expectations relevant to the role

Qualifications & Skills Required

- Minimum of 5+ years of professional experience as Web Master in creating web pages for a large scale brand with multi lingual websites. Experience of working in Agile project team a big plus
- Bachelor's Degree required; graduate degree preferred; BSc/BA in Computer Science, Design or a related field is preferred
- Expert knowledge in HTML5 / CSS3 / Vanilla Javascript / jQuery and W3C standards
- Expert knowledge in Web performance, Accessibility and Standards - strong grip of (W3C) standards
- Expert knowledge in WordPress development and content publishing
- Knowledge of email best practices in CSS, HTML development
- Working knowledge of testing and deployment approach
- Working knowledge of website management tools
- Experience with Adobe Analytics, Adobe Target, Adobe Launch and Google Analytics / Google Tag Manager is a strong plus
- Experience in conducting competitor and customer analysis
- Understanding of coding principles such as Object oriented programming preferred
- Deep understanding of SEO concepts and implementation in web development
- Fluency in Cantonese and English
- Exceptional troubleshooting skills and should thrive in high expectation scenario with many stakeholders
- Efficient and confident communicator with very strong relationship building skills
- Energy and desire to succeed; follows through on commitments; pushes self and others to deliver exceptional results
- Strong collaboration, consensus building, problem resolution and communication skills are a prerequisite
- Understanding of the issues related to the decision-making process; ability to analyze situations fully and accurately, and reach productive decisions
- Experience in Retail banking is a plus

LOCATION

- Working location: Kochi, Remote

REACH OUT TO US

- Email us at careers@stratagile.com

ABOUT STRATAGILE PTE LTD

StratAgile is a part of the CHIME Group of Companies (www.chimeplc.com). Chime is an international marketing services group and also partially owned by WPP. Chime is made up of four divisions, 51 companies and over 1,500 people with offices in the UK, France, Germany, Spain, Czech Republic, Russia, USA, Canada, Abu Dhabi, Qatar, South Africa, Japan, Singapore, Hong Kong, Australia and New Zealand. StratAgile is Headquartered in Singapore with offices across 7 countries and over 200 people.

DIGITAL TRANSFORMATION CONSULTING

StratAgile combines business, data, technology, intelligence and analytics to generate digital, mobile & social ideas, programs and platforms. The strategic frameworks and consulting outcomes help firms to create and establish rewarding relationships between your brands, consumers and partners.

WEB & MOBILE PLATFORMS-DESIGN, BUILD & MANAGE

Our platform development capabilities equip companies with the necessary infrastructure to target, engage and grow your customer segments. Our expertise in multiple programming languages and environments assists you to design and develop web, mobile, data and social platforms with the latest and most sophisticated technologies.

E-commerce PLATFORMS BUILD & OPERATE

Our 'StratCommerce' platform as well as expertise on Magento, Woocommerce, Shopify and Drupal commerce powers a seamless online, mobile and retail POS experience together with analytics and channel enablement. We set up multi-country, multi-store platforms and manage all e-commerce operations from web store/mobile app content, inventory management and store management to campaign deployment.

CAMPAIGNS & DEMAND GENERATION

At StratAgile, we empower you with the right lead generation media mix – search, text & banner, mobile, social and content targeted campaigns. With our campaign operations bureau, your day-to-day activities of multichannel campaign deployment, testing, optimization, benchmarking and reporting are efficiently managed.

CRM & MARKETING AUTOMATION

Expertise on commissioning, operations and management of best of the breed CRM and Marketing automation platform. The consulting practice and UX knowledge helps companies to imbibe a structured approach in adopting the right technology and accelerate the benefits.

DATA, INSIGHTS & ANALYTICS

An entire spectrum of solutions – datamarts design, data & web analytics dashboards and visualisation is offered by StratAgile. From exploratory analysis to predictive modelling, StratAgile can maximize your ROI with structured segmentation and precision targeting.

WEB ANALYTICS, SOCIAL & DIGITAL AUDITS

An evolved web analytics practice is a hallmark of StratAgile integrated approach in analytics. Also our 'Social Media Management Protocol' framework provides you a scientific approach to managing multiple social platform identities. From listening to engagement, your social campaigns are diligently crafted with contingency plans and real-time escalations, freeing you to conceptualise your next big idea.

VEEVA PRACTICE

StratAgile is one of the largest firms renowned for its Veeva expertise – a specialised healthcare CRM and marketing platform practice in APAC market. Capability in all areas of Veeva healthcare platform - CLM, Approved Email, eDetailers, Veeva Engage; our practice streamlines all processes within the Veeva Ecosystem.

SMARTHUB OPERATIONS

With a multi-country, multilanguage hub-and-spoke model, StratAgile can set up diverse expertise across countries at scale, of quality and a structured operational framework. The operating model can be on varied frameworks with a multi-skilled team - (i) Build-Operate-Transfer, (ii) Manage Only, (iii) Extended Team Operations .