



## Job Specification - Software Development Engineer

### About Emailcenter

Emailcenter are an award winning email marketing service provider working with over 400 brands in the UK.

We have developed our own technology platform called Maxemail for creating, managing, delivering and reporting on email marketing campaigns. In addition we offer a full range of professional services and fully manage a number of our clients email programmes.

Clients include Saga, Hoseasons, Go Compare, toptable.com, National Savings & Investments, talkSPORT James Villa Holidays and Reevoo.

Emailcenter are based at Pury Hill Business Park, just North of Towcester in South Northamptonshire. It is just 20 minutes drive from Northampton and Milton Keynes (10 Minutes from either J15 or J15a or M1).

We are experiencing strong growth year on year, despite the economic downturn and have a team of 16 currently.

### Benefits:

- Working hours 9am till 5.30pm with one hour for lunch
- 20 days holiday plus bank holidays, rising by one day per annum for each full year of service
- Casual dress policy
- Quarterly company bonus scheme based upon company achieving revenue targets

### Job Description

- To work collaboratively as part of a development team on a single large project
- To scope and develop software code as specified by the project manager and Technical Director
- To develop code that lies within the guidelines defined for the project following company defined naming conventions, software release management and code integrity and performance testing.
- Engage in the development of code that is scalable , robust and is intuitive to use for a average user (digital marketer)
- Engage in the development of code that is efficient in its execution. Ie. Economic in terms of CPU loading, memory and storage use and database loading (efficient database table structure database queries.
- Constantly test and review the code, if necessary using 3<sup>rd</sup> party or bespoke software testing harnesses in the pre-production release phase.
- To document and comment all code in a standard company approved manner so as to allow other developers to easily determine the codes aim and apply changes with minimal effort and risk.

Emailcenter UK Limited – Henge Barn – Pury Hill Business Park – Alderton Road – Towcester - Northants - NN12 7BS

Email: [info@emailcenteruk.com](mailto:info@emailcenteruk.com) Tel: +44(0)1327 811844 Fax: +44(0)1327 810256

emailcenteruk.com

Registered in England 4254916



## **The Maxemail Platform**

The Maxemail platform is developed and supported directly by Emailcenter, The IPR is owned by Emailcenter. The platform delivers Software as a Solution (SaaS) for a broad range of companies and organisations and supports over 1000 users. The platform helps digital marketers achieve the best return on investment from their retention based email and on-line marketing strategy, it is continuously evolving with new and innovative features and functions being added to help users deploy, measure and analyse all aspects of their email marketing. The infrastructure for the platform is owned by Emailcenter, we use the latest hardware and software techniques and are constantly on the leading edge of the 'state-of-the-art' for this area of technology.

## **The Development Environment and languages**

Our software environment is very much Linux and Open Source, the key languages used are Object Oriented PHP, ExtJS and Javascript which drive the underlying MySQL database. We promote and work with the open source community where ever possible.

## **Who would you work with?**

The role demands that you work closely with the other members of the product development team in a co-ordinated manner. The development project is managed by the team leader and the Technical Director.

## **Prospects & Training**

Emailcenter offers an excellent opportunity to get experience of working with the very latest development technologies. Working alongside experienced developers you will continue to develop your skills as you are exposed to different projects and technologies. Our developers regularly attend seminars to maintain their knowledge at the forefront in the various software disciplines.

## **Candidate profile**

### **Essential personal attributes**

- A passion for learning new technologies
- A desire and ability to develop complex systems
- A 'can do' attitude coupled with an eye for detail



### **Experience and Education and languages**

- Minimum 1-2 years experience writing software for a large a web based application ideally which includes a strong relational database driven environment
- Experience in working on a single project as part of a small team
- Degree educated in a related discipline
- Proven skills and experience in object oriented programming for PHP 5.3
- Javascript
- Proven skills and experience in writing applications to drive a MySQL 5.1+ relational databases

### **Desirable additional programming languages and skills**

- ExtJS
- Zend Framework
- API Driven development
- SVN
- Memcached
- Backend Development

### **Personal Qualities**

- Self-starter - able to plan and manage own workload within fast paced, pressured environment
- An eye for detail with the highest quality control standards
- Team player
- Enthusiasm and drive – keen to learn and work with new technologies
- Time management – Organised with good planning skills
- Strong verbal & written communication skills

### **Other**

- Driving licence & transport is essential as Emailcenter are based in a rural location with minimal public transport links

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