



Job Title: Web Developer

Location: On-site – Riverdale House, Dockfield Road, Shipley, BD17 7AD

Hours: 39hrs: Full-time. Compressed working week available Mon – Thurs 08:00 – 18:15

Salary: £26,000 p.a.

About Us

Specialised Covers is a UK-based, family-run manufacturer of bespoke vehicle protection products, serving both retail and OEM markets. With over 40 years of heritage and a commitment to quality, innovation, and British manufacturing, we're proud to work with brands such as Bentley, Audi, and Lotus — as well as thousands of private customers across the UK and Europe.

We're now seeking a hands-on Web Developer to help drive our online growth and ensure our digital presence matches the quality of our product offering.

Role Overview

This is a hands-on, technical role focused on the development and maintenance of our WordPress + WooCommerce website. You'll work closely with our Marketing Manager and Web & Content Manager to implement new features, build engaging landing pages, troubleshoot technical issues, and ensure our site performs at its best across all devices.

You'll be an essential part of our in-house digital team, with the opportunity to make meaningful contributions to the customer experience and day-to-day website performance.

Key Responsibilities

Website Development & Maintenance

- Maintain and update our WordPress + WooCommerce website
- Develop and customise themes, templates, and page components
- Manage and test plugins, ensuring compatibility and performance (e.g., Expivi, YITH, WPML)
- Monitor and improve site speed, functionality, and responsiveness
- Troubleshoot and resolve technical issues on both front-end and back-end

Support for Marketing & Content

- Build custom landing pages and promotional banners based on team briefs
- Implement UI/UX improvements and contribute to visual consistency across the site
- Support content updates, seasonal campaigns, and new product launches
- Assist with analytics tracking and conversion event setup

E-Commerce Functionality

- Ensure product pages are technically sound, well-structured, and mobile-optimised
 - Upload and manage product data, attributes, and imagery
 - Implement changes to improve user experience and conversion performance
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Skills & Experience

Essential:

- Proficient in WordPress and WooCommerce
- Strong working knowledge of HTML, CSS, and PHP (JavaScript is a bonus)
- Experience with plugin management, theme customisation, and general troubleshooting
- Understanding of responsive design and cross-browser compatibility

Desirable:

- Experience with WooCommerce extensions such as Expivi and YITH
 - Familiarity with multilingual plugins like WPML
 - Experience with Google Analytics and Tag Manager
 - Basic image editing (Photoshop or Canva)
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Personal Attributes

- Proactive, hands-on, and detail-oriented
 - Able to manage tasks independently while collaborating with a wider team
 - Strong problem-solving skills with a focus on functionality and performance
 - Clear communicator with a team-first attitude
 - Eager to learn and stay current with WordPress and e-commerce trends
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What We Offer

- A technical role within a collaborative, in-house marketing team
- Opportunity to work on a well-established, high-performing e-commerce site
- Autonomy to contribute ideas and take ownership of web-based projects
- Access to training and development opportunities
- Compressed working week option enabling 3-day weekend
- Sovereign Health our employee health & wellbeing support, on-site free parking & Bike to Work scheme

How To Apply

- Please share CV & brief portfolio or links to past WordPress/WooCommerce work to info@specialisedcovers.com
- First stage - invited to showcase your technical skills
- Second stage – invited to Teams structured interview & opportunity to discuss portfolio & technical skills
- Final stage – invited to in person interview to meet the broader team members & tour of business