



# OUTDOOR YOUTH CONNECTIONS

Empowering Outdoor Youth...

## OYC Webmaster Job Description

Webmaster is an appointed position by the OYC Board. Webmaster may, but is not required, to also serve on the OYC Board.

The Webmaster must be proficient with ASP using the master page model. Pages are biased toward CSS and embellished with small amounts of server-side programming and Javascript. The strategic direction is to externalize content from the web pages and the webmaster is expected to keep the website evolving in that direction. Expertise with graphics design and image/video editing is also desirable.

The Webmaster is responsible for organization's web presence at the discretion of the Board. Specific duties include:

- Keep the website running smoothly and uninterrupted
- Create and deploy new and revised content for the OYC website
- Recommend and advise about website architecture and/or strategic direction
- Attend to web-based social media on behalf of OYC
- Search Engine Optimization, striving for continuous improvement
- Implement, track and report on page analytics
- Pursue methods for attracting visitors to the OYC site
- Pursue methods for generating revenue from the OYC web presence
- Maintain a satisfactory relationship with our hosting service
- Participate in web-improvement projects when they arise

The minimum time commitment of Webmaster is estimated as follows:

- 2-3 hours/meeting for occasional website planning sessions
- 2-4 hours/week for content evolution
- 4-8 hours/month for attending to social media
- 4-8 hours/month for R&D

In addition, there are many opportunities for more involvement. Though discretionary, higher levels of engagement can make the job more meaningful and fulfilling.