

JOB DESCRIPTION

Title: Web Editor/Web Content Coordinator

Reporting to: Member of Core Group

Location: Negotiable

Purpose of Job: The Web Editor/Web Content Coordinator is responsible for the timely and accurate upload and maintenance of content to the CGLF website. S/he will troubleshoot website anomalies, ensure the website stays current, research and proof material (images and text) for the site, and will act on feedback from CGLF and the public, with an aim to increase web-traffic and where possible, generate funds.

Key Relationships:

Core Group members and Project Co-ordinators

Student body

Center Organizers

KEY DUTIES AND RESPONSIBILITIES:

Primary website tasks

- Take a lead role in maintenance and development of the website;
- Upload materials to the website by agreed deadlines;
- Carry out scheduled/regular updates of existing content;
- Work with coordinators and management team to develop new content;
- Liaise with graphic design/illustrative consultants to develop and maintain site style and appearance.

Website development

- Use web-content management systems to analyze site statistics (eg page visits, time spent on site, links followed);
- Evaluate results and compile next-steps for the core group;
- Produce a content planning timeline in liaison with the events and fundraising coordinators and other Project Co-ordinators where appropriate

Website Support, Trainings, and Guidelines

- Develop detailed website upload instructions and FAQs;
- Train all new staff and/or temporary staff in content authoring and editing;
- Liaise with CGLF staff to troubleshoot problems;
- Act as contact person for CGLF staff to troubleshoot web content problems.