

Title: Web Maintenance Volunteers

Purpose:

Web Maintenance Volunteers will assist the organization by maintaining current the content of the One In Ten and Reel Affirmations Web sites. The work will include content development and content uploading and can be accomplished by the same person or divided among several volunteers.

Average Time Commitment:

This work is needed at various times during the year. For timeframes leading up to major events, four to six hours per week may be needed, depending on the amount of content to be developed and the availability of other Web volunteers. There may be weeks where no work is needed. Web maintenance volunteers will have the flexibility to go beyond covering basic communication needs by developing deeper and richer content on the Web sites.

Responsibilities:

Web maintenance volunteers will provide support to the One In Ten Marketing and Communications Manager for the development of Web communications and the modification of content on the Web sites.

- Work with Marketing/Communications volunteers to help carry out the organization's communications needs as it relates to the Reel Affirmations and OIT Web sites.
- Maintain the content of the Web pages manually with html, working with Web developers or by using a content management system.
- Assure the quality of Web content, ensuring Web pages are free of errors.
- Carry out content entry or clean-up within agreed to timelines.
- Act as Point of Contact (POC) for the Web site feedback button
- Provide initiative to create and deploy new content expanding the breadth and depth of information available on the Web sites and encouraging repeat visits
- Provide input to the Technology Manager regarding Web site functionality enhancements

Qualifications:

- Have access to a high-speed Internet connection and computer in order to make changes remotely to the organization's Web sites.
- Background in communications or journalism or similar experience
- Experience with Web site content management
- Interest in or experience with improving the effectiveness of Web communications, in particular in a non-profit environment.
- Ability to be reached during the day and be able to change Web content within a quick turn-around time (2-24 hours) is preferred.

Supervisor of Work:

The Web maintenance volunteers will report directly to the Marketing and Communications Manager with a dotted line to the Technology Manager.

Measure of Success:

- Delivery of tasks as per the agreed upon timelines
- Ability to transform an idea into live content on the Web sites
- Ability to improve the use of and drive increased level of repeat traffic to the Web sites.
- Be fully engaged in the technology team, offering ideas and suggestions

Benefits of the Position:

This position allows the volunteers to develop communication and writing skills while serving an important need for the organization. It provides the flexibility for greater responsibility with the further development of the Web site structure and content. This opportunity is available for those who wish to experiment with various methodologies for building more effective Web presence and increasing Web page traffic.