

## **CWRA Website Webmaster Terms of Reference**

**Employment Type:** Estimated 20 hours per month

**Purpose:** Manage the content on the CWRA Website

**Background:** The CWRA website has long been recognized as a tool to assist the Association meet its objectives. A 1999 CWRA Corporate Communications Plan recommended the CWRA maximize the potential of the website and Internet technology. A major revision was undertaken in 2002/2003 and again in 2013.

The website is the CWRA's main communication tool and it needs to be updated and maintained to keep it current and attractive to encourage visitors to return to the site.

A web site committee, comprised of CWRA representatives, has been formed to support the webmaster in the development of policies, recruitment of web site sub-section managers, and communication with the Executive Director, Executive Committee and National Board of Directors.

### **Reporting Framework:**

- Reports to Executive Director for contractual purposes

### **Objectives**

- Ensure CWRA website content is updated and maintained
- Effectively communicate with all appropriate CWRA groups
- Explore and implement alternative uses for the CWRA website e.g. advertising, conferences, sales etc.

### **Key Functions**

- Report to the Executive Director
- Participate as a member of the Website Committee
- Perform reviews of website content regularly.
- Solicit and coordinate with website developers as required
- Manage branding, with branch and affiliate, and conference websites
- Manage CWRA.org content editors
- Manage website working groups as necessary
- Direct questions about website concerns from the public and members as needed
- Develop, maintain and enforce policies / protocols for the website content in cooperation with the Website Committee
- Manage CWRA's Google Apps account

### **Skills Required**

- CWRA member with **a good understanding of the National organization would be a benefit**
- Good people skills
- Organization skills with attention to detail

- Bilingual preferred
- Web site experience required
  - **technical** programming skills - sql / database work etc
  - Joomla experience
  - Website and page design

**Resources:**

Monthly stipend, amount approved annually by the National Board of Directors

**Term:**

The webmaster is appointed annually by the National Board of Directors. The webmaster is a member of the website committee, which reports to the National Board of Directors.

**Detailed Duties**

**1. Website Content Management Responsibilities**

The Webmaster is responsible for ensuring the following content / processes are managed and implemented. These duties will be conducted according to the policies and procedures developed by the website committee and approved by the National Board of Directors.

The majority of communication and content will be generated by CWRA branches, affiliates, Board and Committees, and Executive Director and Assistant to the Executive Director.

- Manage Home page content
- Manage Notices of Events
- Manage Job Postings, and related client negotiations
- Manage Bookstore and other commerce activities
- Manage regular updates to a number of sections including
  - Executive Listings
  - Scholarships
  - Etc
- Manage posting historical conference proceedings

**2. Membership Management / Access**

- Technical setup and troubleshooting of member Database
- Login enhancements and interface
- Database Query development
- Permission group management
  - Members
  - Journal access
  - Editors etc

**3. Website Monitoring and Maintenance Duties**

- Review of page hits and visits- maintain statistics
- Manage links – look for broken links
- Look for outdated material
- Refactor the website design as needed:
  - Remove outdated content and “dead” sections
- Ensure web standards are followed

- Standard colour scheme
- Standard font
- Standard presentation

**4. Other Duties**

- Respond to problems regarding CWRA services
- Respond to inquiries from public, and direct appropriately
- Ensure backups of website are completed (monthly)
- Work with hosting provider to ensure speed/uptime etc.
- Manage general website security

**5. Website Enhancements**

- Manage extensions and plugins
- Create / Manage Subdomains as required - like conference pages etc
- Manage domain names
- Manage SSL certificates

**6. Google Non-Profit Account Management**

- Domain Names
- User creation / Management
- Group creation
- File management

We thank all applicants for their interest, but only those selected for an interview will be contacted. Please send your resume along with a cover letter and salary expectations to [executivedirector@cwra.org](mailto:executivedirector@cwra.org)

This posting will remain open until the position is filled.