

**Chapter Leader Position Description: Director of Website**

**Position Summary:**

This position will report to Executive VP of Governance. The Director of Website helps the chapter by managing their website. They oversee the functionality of the website, evaluate and manage website performance, facilitate hosting and server management, and develop, maintain and update website content (to include any associated plug-ins).

**Time Commitment:**

**Term**: One Year

**Estimated Time Requirements per month:**

* Perform responsibilities of the position and participate in communications about chapter issues: 6 hours
* Attend monthly board meeting: 1.5 hours plus travel time
* Attend monthly chapter meetings and/or Special Interest Group meetings, when possible: 2 hours plus travel time and additional time to cover setup and breakdown as needed
* Participate in at least one chapter-wide committee: 2 hours
* Attend Annual Chapter Leaders (ALC) conference (strongly recommended)

**Responsibilities:**

* Plan, implement, manage, monitor and upgrade the chapter’s website
* Respond to and troubleshoot all website issues
* Test website(s) across browsers, operating systems, and devices
* Update website content and review SEO
* Conduct content audits to eliminate redundant and/or duplicate information.
* Create appropriate website content aligned to the chapter’s strategy
* Ensure website quality and efficiency by conducting regular test plans
* Improve the User Experience of the website regularly
* Collaborate with all chapter members/board to ensure that the website aligns with brand strategy and meets chapter’s standards.
* Create strategies with Member Engagement to grow base and web traffic metrics
* Keep up-to-date with industry best practice and monitor other chapter’s website.
* Works with Director of Technology to ensure site is up-to-date
* Responsible for the following types of website updates (on a monthly basis), such that at least on component is updated each week; to include but not limited to:
  + Member/volunteer spotlight,
  + Chapter-facing events (virtual and live)
  + CoP offerings/events
  + Job postings
  + Spotlight on new member-generated content
  + List of sponsors/partners as they relate to offering
  + ATD national events/offerings

**Training**

* Recruit and train incoming Director of Website
* Update personal knowledge of ATD strategies and operations

**General**

* May be asked to write articles for newsletter
* Support and promote CARE and the strategic goals and action plans of the chapter

**Board Participation**

* Reports on status to the VP of Governance on a regular basis
* Participates in monthly board meetings
* Participates in other chapter events, committee meetings, and conferences as available
* Represents chapter professionally and ethically in all business functions/organizational activities

**Qualifications:**

* Member of Greater Richmond ATD Chapter (required)
* Familiarity with web standards (required)
* Strong troubleshooting and analytical abilities (required)
* Working knowledge of website management tools (required)
* Proficient in HTML/CSS, XML; knowledge of SQL and Javascript (preferred)
* Knowledge of web analytics and SEO (preferred)
* BSc/BA in Computer Science, Design, or a related field (preferred)
* Member of national ATD (recommended)
* Skilled in written and verbal communication, personal interaction, and problem-solving in a team environment
* Ability to plan, organize, and execute activities as required by the position
* Ability to complete projects within established timeframes
* Ability to access all social media platforms at all times
* Willingness to advocate for the chapter and represent chapter professionally and ethically in all business functions/organizational activities
* Time to attend board meetings and other chapter functions as required by this position

**Benefits:**

* Paid membership for Greater Richmond ATD Chapter
* Paid attendance for Greater Richmond chapter events
* Paid Professional-Plus Level Membership to ATD National (when appropriate)
* ALC conference and hotel registrations (when appropriate)