



## **NZ Lay Preachers Association**

# **Webmaster Job Description**

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The webmaster works with the NZLPA websites and social media accounts to keep them updated and running smoothly. The association currently maintains a WordPress website with a Facebook Page, a LinkedIn Page and is considering an Instagram presence.

Webmasters are responsible for researching new web page concepts, implementing those ideas, testing the site, and then making any necessary repairs.

Webmasters may also maintain databases, create websites, and code the website to work correctly.

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### **Responsibilities**

- Maintain the NZLPA website and social media accounts. Strive to make them functional and easy to use.
- Test the website(s) across browsers, operating systems and devices.
- Ensure site security by monitoring security analytics.
- Optimize loading speeds and capacity, within the capability of the hosting platform.
- Debug pages and fix broken links or images.
- Update website content and review SEO
- Monitor and analyse site performance (e.g. traffic, conversions)
- Address user complaints
- Ensure Association branding standards are met.
- Maintain calendars and contact lists.
- Update content, photos, and videos as needed.

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## Requirements

Exposure to at least some of the following would be an advantage.

- WordPress and Jetpack
- Familiar with HTML, CSS, PHP, Javascript.
- Creativity and imagination
- Attention to detail.
- Editing skills.
- An understanding of marketing concepts, especially as they apply to the web.

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## Communication

The position reports to the NZLPA Executive Committee.

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## Leadership

In this position, one must possess an acute attention to detail and outstanding communication abilities. Striking a balance between imaginative vision and rational thinking is imperative.

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**NZLPA is committed to supporting and celebrating the ministry of lay preachers across New Zealand.**