**POSITION TITLE**
Web Content Designer/Developer

**STATUS**
Exempt

**REPORTS TO (POSITION)**
AAI Webmaster

**DEPARTMENT**
Communications

**DATE**
January 9th, 2015

**PRIMARY FUNCTION**
Executes Communications Department initiatives on behalf of Executive Director, program managers, and other staff members in the development, design, implementation, and maintenance of informative, attractive, and easily accessible web content for publicizing AAI programs and disseminating announcements.

**MAJOR DUTIES AND RESPONSIBILITIES**

**AAI websites**
- Produce new web pages and graphics, and edit existing such content, for AAI sites
- Develop, implement dynamic web content through scripting, database interactivity
- Monitor and maintain timeliness of web pages in coordination with staff
- Ensure consistency and comprehensiveness of postings on home page, landing pages, and links
- Design and implement annual meeting websites
- Administer timely registration and renewal of AAI domains
- Suggest and implement enhancements to AAI website

**Web Communications**
- Design email alerts and related graphics
- Ensure quality control in the preparation, testing, and delivery of email alerts
- Troubleshoot and resolve issues with text, graphics, and links
- Ensure proper procedures for email list hygiene, processing “unsubscribes,” bounced messages with appropriate staff
- Suggest and implement initiatives for social media postings and outreach

**Graphic Design**
- Create and edit graphics for web pages, web ads, email messages, invitations, surveys, etc.
- Edit photographs for use on AAI websites

**Web analytics**
- Review and analyze website traffic to optimize website architecture, usability, and visibility
- Analyze, enhance success of AAI alerts in generating unique traffic to AAI sites

**Web server administration**
- Monitor performance and security of AAI websites in coordination with web hosting service contractors
- Coordinate with contractors, as appropriate, in support of resolving server issues, performing timely backups, undertaking routine server updates

**New technology**
- Research and apply new technology to AAI digital assets to ensure current standards across the organization’s online presence (websites, alert emails, web analytics, and social media)

**Other duties as assigned**
- Positions may be reassigned and responsibilities may be modified, added or changed at any time to fulfill organizational requirements
### MINIMUM QUALIFICATIONS

**Education Level**
- Bachelor's Degree in Web Design and Development or equivalent combination of education and work experience

**Experience**
- 2+ years experience working with HTML, XML, CSS, JavaScript, Adobe Creative Suite including Dreamweaver, Illustrator, Photoshop, Acrobat, SEO, server-side scripting, database-driven web content development experience a plus

**Additional requirement**
- Ability to establish and maintain effective working relationship with colleagues and superiors
- Must be able to present concepts in a comprehensive manner
- Must be capable of multitasking, prioritizing, managing time efficiently and meeting deadlines
- Must possess strong verbal and written communications skills

**Skills**
- Attention to detail: Excellent
- Writing and Computer Skills: Excellent
- Oral & Written Communication Skills: Excellent
- Customer Support Skills: Excellent
- Organizational/Time Management Skills: Excellent
- Ability to meet deadlines: Excellent
- Problem solving skills: Excellent

---

**REPORTING RELATIONSHIPS**

**Supervision Received:**
- General Guidance
- Managerial Direction
- Direct Supervision
- Immediate Supervision

**Position Titles of Direct Reports**

<table>
<thead>
<tr>
<th>Internal: Position</th>
<th>Department</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Director</td>
<td>AAI Communications</td>
<td>Provide Information</td>
</tr>
<tr>
<td>Webmaster</td>
<td>AAI Communications</td>
<td>Daily interaction and coordination</td>
</tr>
<tr>
<td>Communications Director</td>
<td>AAI Communications</td>
<td>Frequent interaction and coordination</td>
</tr>
<tr>
<td>Committee Liaisons and Program Managers</td>
<td>AAI Awards, Membership, History, and Education Programs; Committee Liaisons</td>
<td>Post information and coordinate procedures as needed</td>
</tr>
<tr>
<td>AAI Annual Meeting Director</td>
<td>AAI</td>
<td>Coordinate the design of meeting website; coordinate timeline for development; coordinate procedures; post information</td>
</tr>
<tr>
<td>AAI Sr, Science Coordinator/ Scientific Program Manager for Annual Meeting</td>
<td>AAI; The JI</td>
<td>Post and update information</td>
</tr>
<tr>
<td>AAI Membership Coordinator</td>
<td>AAI</td>
<td>Coordinate on AAI list hygiene. Notify membership of bounced email from member addresses; maintain “unsubscribe” list</td>
</tr>
<tr>
<td>AAI Receptionist</td>
<td>AAI</td>
<td>Coordinate on AAI list hygiene. Notify receptionist of bounced email from nonmembers in AAI database. Maintain “unsubscribe” list</td>
</tr>
<tr>
<td>AAI Database &amp; Subscriptions Manager</td>
<td>AAI</td>
<td>Coordinate procedures for integrating website pages populated by data in association management system database; coordinate procedures for pulling all relevant addresses for AAI email blasts</td>
</tr>
<tr>
<td>The JI Web Coordinator</td>
<td>AAI/The JI</td>
<td>Coordinate provision of web graphics for promotion of AAI programs</td>
</tr>
</tbody>
</table>

**EXTERNAL: Position**

<table>
<thead>
<tr>
<th>Organization</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contractor for Server Hosts/Consultant for Website Security</td>
<td>Coordinate procedures for AAI website security, archiving of content, etc.</td>
</tr>
<tr>
<td>Email system administrator</td>
<td>Address issues affecting performance of AAI email messaging</td>
</tr>
</tbody>
</table>

**COMPLETED BY:**
- Name: __________________________ Position: __________________________ Date: __________

**APPROVED BY:**
- Name: __________________________ Position: __________________________ Date: __________