The American Society for Pharmacology and Experimental Therapeutics

Position Title: Webmaster
Date: October 27, 2015
Status: Non-Exempt, 37.5 Hours
Reports to: Director of Marketing
Primary Function: Manages the Society’s website and all associated microsites

Major Duties and Responsibilities:

- Develops, maintains, and updates ASPET’s website and all associated microsites, including but not limited to: updating existing content, removing and/or archiving old content, formatting, posting new content, managing and organizing content folders in the CMS, and maintaining a consistent look and feel throughout all web properties.
- Reviews website to ensure accuracy and functionality and mark changes as required to review at team meetings.
- Leads and manages projects involving website development or modifications.
- Works with web developers, vendors, and consultants on new design implementations, updating forms, special web projects, and solving web issues in a timely and cost-effective manner.
- Creates and maintains production workflows relating to website projects.
- Works closely with Director of Marketing to ensure site content production adheres to best practices.
- Performs QA testing on web content updates.
- Creates and/or edits graphics, banners, and buttons for the website.
- Copyedits and proofreads all web content.
- Tracks, analyzes, and provides monthly and annual reports on website metrics to inform future enhancements.
- Analyzes the site layouts and structures, HTML coding, and navigation systems for optimizing the content to enhance the visibility of the websites.
- Develops a collaborative working relationship with internal departments, members, and vendors.
- Works with key staff to assess existing web content, campaigns and strategies and identify future web needs.
- Maintains and continuously develops technical proficiency, evaluates and advises on emerging Internet trends, technology and tools, and provides subject matter expertise on web usability, search engine optimization, responsive design, and other web related technical issues.
- Writes web documentation, including web standards, procedures, best practices, and style guides.
- Trains staff on website tools and CMS.
- Other duties as assigned.
Skills and Qualifications:

- 3-5 years of progressive experience working in website management, with project management, preferably in an association or nonprofit organization.
- College courses with relevant work experience required. Bachelor’s degree in web design, digital marketing, computer science, communications, or related field preferred.
- Expert knowledge of web content management systems (Ektron or equivalent CMS) and HTML coding.
- Ektron administrator experience, familiarity with association management systems (Clear Vantage), and web development experience a plus.
- Proficient with basic web and graphic concepts such as image resolution, CSS, JavaScript, web standards and best practices, Google analytics, and other webmaster tools.
- Proficient with InDesign, Photoshop, MS Office suite, and the ability to troubleshoot functional and layout issues.
- Working knowledge of Search Engine Optimization (SEO) practices.
- Must be initiative driven and able to seek out new content, strategies, and projects to enhance the overall web objectives of the organization.
- Must have strong interpersonal skills, written and verbal communication skills, organization skills, attention to detail, and proof-reading and editing skills.
- Must have the ability to problem-solve, think creatively and strategically, meet deadlines, budgets, and prioritize multiple tasks and projects.
- Must have the ability to interact professionally and collaboratively on a team.
- Some travel may be required.