



Website Manager
Bullis School
Position Description
September 2017

Employment category:	Staff
Full/part time:	Part Time (8 to 12 hrs. per week)
Work year:	12 month
FLSA status:	Exempt
Supervisor:	Executive Director of Institutional Advancement

Summary: Maintains and creates content for Bullis School's website, with responsibilities for technological aspects as well as site content. Additional responsibilities include ongoing web strategy and overseeing website operation, with particular attention to design, content and site maintenance. Updates website content, including information, images, calendar content, schedules, graphics, etc., according to the changing needs of the School. Works with the Executive Director of Institutional Advancement and the Communications Director, as well as website designers and providers, to plan, maintain and improve online presence, initiating new ways to enhance and develop the School's website presence. This is primarily a telecommuting position, however the website manager assists/attends Advancement meetings and events as needed.

Principal responsibilities:

- Participates as a contributing member of the Institutional Advancement team
- Maintains, updates and oversees website operation and content

Technology responsibilities:

- Acts as liaison between the school and its IT partner, Finalsite.
- Maintains proficiency in Finalsite's website products.
- Keeps informed and up-to-date on website technology and products provided by Finalsite.
- Attends workshops and webinars provided by Finalsite, as necessary.
- Has working knowledge of html, word processing, spreadsheets, and other programs that feed information to the school's site.

- Has working knowledge of Photoshop or other image-processing software.
- Trains Bullis staff on using Finalsite's content management system as needed

Site content responsibilities:

- Updates information contained on the site. Some content is updated yearly (staff, handbooks, images, other static content); other content is updated weekly or bi-weekly (blogs, videos, menus, news stories, photo galleries, etc.)
- Updates general content as requested periodically by members of the Bullis community
- Troubleshoots any problems with the website
- Works with Communications Director to facilitate the School's plan and vision for the website and in relation to the School's marketing program
- Assists with the review of site statistics and analytics

Qualifications:

- Excellent communication and writing skills, including spelling, grammar, punctuation as well as composition, editing and proofing
- Proficiency in Microsoft Office and Photoshop (or similar program)
- Adept at social media platforms and online content management systems
- Proficiency in website design and website maintenance, both on a daily level and for larger website-related projects
- Understanding of HTML, CSS etc., as needed
- Expertise in design, graphics and layout related to websites
- Possess web writing and design skills
- Experience generating non-text content such as photographs for the web
- Photography skills a plus
- Proficiency in Finalsite's Page Manager or similar content management system
- Bachelor's degree required

Key Skills

Common to all positions:

- Interpersonal/collaboration skills
- Communication skills (including ability to communicate effectively in verbal and written communication; understand and follow written and oral instructions)
- Time management skills
- Problem solving skills (including ability to handle stressful situations in a professional manner)
- Quality of work skills
- Information technology skills