

Job Title: Vasa Ski Club Website Manager

Position Summary:

As the Website Manager for Vasa Ski Club, you will be the primary point of contact for maintaining the club's website and ensuring a user-friendly experience for visitors. Your key responsibilities will involve updating and managing website content to keep it relevant and informative. Additionally, you will collaborate directly with program leaders to ensure that the website accurately represents the club's offerings and events.

Key Responsibilities:

Website Maintenance:

- Regularly review and update the website to ensure all information, images, and links are current, accurate, and functional.
- Monitor website performance and address any technical issues or glitches promptly.

Content Management:

- Collaborate directly with program leaders and other stakeholders to gather relevant and up-to-date content for the website.
- Review and edit content to ensure it aligns with the club's messaging and maintains a consistent tone and style.

User Experience (UX) Optimization:

- Analyze user behavior on the website and make data-driven recommendations to improve user experience and engagement.
- Implement UX best practices to enhance website usability and accessibility.

Search Engine Optimization (SEO):

- identify relevant keywords and incorporate them into website content to improve the website's search engine ranking and visibility.

Event Promotion and Coordination:

- Work closely with program leaders to promote upcoming events, activities, and programs through the website.
- Ensure event information is accurately displayed, and registration links are functional and user-friendly.

Website Design and Layout:

- Collaborate with the available resources, such as volunteers or external vendors, to update and enhance the website's layout and aesthetics.
- Ensure that the website's design is visually appealing and aligns with the club's branding guidelines.

Technical Updates and Upgrades:

- Stay informed about website management best practices and implement necessary updates and upgrades to enhance performance and security.

Training and Support:

- Provide training and support to program leaders and content contributors on website management tools and processes.
- Address any inquiries or issues related to website content and functionality.

Requirements:

- Proven experience in website management and content development.
- Familiarity with content management systems.
- Strong understanding of UX/UI principles and SEO best practices.
- Excellent communication and collaboration skills to work effectively with diverse stakeholders.
- Detail-oriented with a focus on accuracy and quality in content management.
- Ability to adapt to changing priorities and manage multiple tasks simultaneously.

Pay: \$2,000 - \$3,000