# IT/TECHNOLOGY

WEBMASTER

# DESCRIPTION:

Appointed volunteer that serves as the primary contact for all aspects of the chapter’s website, handling a range of responsibilities that includes web design and development, routine site and content maintenance, and

various updates to ensure website aligns with the strategic communication and marketing goals and objectives of the chapter.

# RESPONSIBILITIES:

1. Serve as the primary contact for all aspects of the chapter’s website.
2. Collaborate with other board members or designer to publish content for communication on the website.
3. Add or update web page sections upon request from chapter board members.
4. Develop and maintain internet and intranet portals, forms, and structures in accordance with chapter’s needs.
5. Develop, implement and maintain e-commerce applications.
6. Encourage and facilitate consistent, creative and unified web design.
7. Collect and analyze web analytics and similar data; identify opportunities to improve search engine optimization (SEO), time on site, web traffic, and other relevant metrics.
8. Maintain and document ownership of chapter internet domain.
9. Assist other chapter volunteers with use of company websites through one-on-one support, user guides and training sessions.
10. Ensure compliance with chapter web and information security policies, as well as the PMI Information Security Policy, ethical standards, software licenses, and applicable state and federal laws.
11. Develop and implement succession and transition plan for the role.

# BUSINESS ACUMEN SKILLS:

* + Organizational change management
  + Strong analytical, troubleshooting, and problem- solving skills.
  + Technical application
  + Website software
  + Web design and layout
  + Analytics

# POWER SKILLS:

* + Stakeholder engagement
  + Collaborative leadership
  + Business process analysis

Functional Areas and Associated Roles and Responsibilities

Chapter Volunteer

25 Role Delineation Study Results