

11.MD Webmaster

Job Title:	Multiple District Webmaster	Job Category:	National
Reports To:	Council of Governors via the MD Secretary	Duration of Role	Three Years
Location:	N/A	Travel Required:	No
MD Budget	Yes Rules of Audit apply	Position Type:	Voluntary
Date Posted:	Oct 2020	Posting Expires:	Jun 2023

Job Description

Role and Responsibilities

To manage and develop the MD website as part of a coordinated digital communication approach for Lions NZ.
 To work closely with the MD Secretary and CAB to ensure the website is well presented, current and factual, and presents a view of Lions consistent with the Councils policy.
 To assist MD Projects, Trusts and Foundations with advice to help them plan and develop their digital communication approach, including responding to requests to changes of content on the MD202 website and making those changes.
 To monitor system security, regularly monitor statistics for unusual behaviour.
 To maintain current instructional notes, procedures and records to enable the National Office to use the system as required and to perform full functions in absence of Webmaster if needed.
 Highlight to MD Secretary any issues and concerns regarding the website and report any opportunities for improvement to Council.
 Upload information from District Webmasters as required.
 To work with any suppliers contracted to the MD to develop the Website.

Google Adwords, management of Google Adwords grant, management of Adword campaigns ensuring best results from Google advertising in order to drive new members and donors to our site.

Set up and maintain Gmail accounts for Lions Clubs NZ.
 Roll over/update of all Gmail accounts at beginning of each Lions year.
 Monitor Gmail security, regularly monitor statistics for unusual behaviour.

Support Lions Clubs Members and District Webmasters with MyLCI queries and training.

Report progress to the Council of Governors via the MD Secretary

Qualifications for Role

Strong knowledge of website content management systems
 Experience in utilisation of digital communication tools.
 Experience in maintaining a website for an individual, club or organisation.
 Experience in making adjustments to software using html and css.

Preferred Skills

Excellent communication skills, including identifying audiences of communication and focusing concise effective web content for those audiences.
 Skills in image software including being able to reduce, enlarge and correct colour, contrast etc.
 Highly organised approach to managing competing priorities. Self-motivated person with the ability to manage the competing demands of various stakeholders. Capable of working with a range of people and willingness to listen to, and communicate with, members of other Committees.
 An optimistic and positive approach and resilience in dealing with stakeholder demands.



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