



## WEBSITE EDITOR – JOB SPECIFICATION

The Website Editor will:

- have overall supervisory responsibility for the organisation and content of the Club's website
- liaise with other Club officers to regularly review the organisation, content and ownership of website pages
- liaise with the relevant page "owners" to ensure that the content of individual pages is kept up-to-date and relevant
- mastermind the evolution of the website, its organisation and content, and ensure that it is accessible from a variety of devices, including mobile phones
- stimulate creation of new content, as recommended/agreed by the Communications sub-committee

The Website Editor will be a member of the Communications sub-committee. The sub-committee will:

- lead the development and coordination of communications across the different media used by the Club and its members
- identify and implement improvements to communications that help to gather the views of members (e.g. channels for opinions, "taking the pulse", topical discussion points, regular surveys) on key issues within the Club and its activities
- identify and implement improvements to communications that help to make the Club more inclusive and participative, including the building of a culture of support and sharing of knowledge across the Club and its members
- lead, manage and coordinate the use and operation of the key channels of communication used within the Club (Yearbook, newsletter, website, social media and emails to members) and develop recommendations for future tools and practice
- support the implementation of Club-wide priorities, such as on training, avalanche education and sustainability/climate care issues, through effective communication
- resolve any "demarcation" issues between content in the newsletter, Yearbook and social media
- ensure that the Club's IT infrastructure is effectively managed and maintained

Richard Davison  
Communications Secretary  
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