



Webmaster Job Description

Works to ensure effective, relevant and timely communication with members and non-members via the website (mhscn.com), email and social media. The Webmaster works with the communication, membership and program committee co-chairs to implement online communication planning and tactics for their respective areas.

Responsibilities:

- Regularly attend board meetings and MHSCN conferences / events
- Update and maintain mhscn.com to keep it current and interesting
- Work with communication, membership and program committees to use the website and social media channels to effectively communicate to current and potential members
- If needed, work with any outside contractors to further a strong web presence, including managing contractor's hours, workflow and budget
- Maintain templates, processes, and supporting documents in Basecamp
- Promote membership and MHSCN events to personal contacts
- Identify potential committee and board members
- Train Communications co-chairs to serve as back-up

Qualifications:

Must be a MHSCN member in good standing with the skills to promote effective online communication. Have experience with or ability to learn to use:

- Website content management systems (Wild Apricot)
- Wufoo or other event registration system
- Email communication system (to back up Communications)

Time Commitment:

Approximately four to six hours per month, depending on MHSCN activities.

Measure of Success:

- Increased website traffic and social media presence (i.e. Facebook likes, Twitter followers, LinkedIn interactions)