

Alice Aycock Poe Center for Health Education

Job Description

Position: Website Specialist

Reports To: Communication Assistant Director

Department: Communications

Position Summary:

Under the direction of the Communication Assistant Director, the Website Specialist supports the communication and marketing activities of the Poe Center. The position will be primarily responsible for maintaining the Poe Center's website, a dynamic, 200+ page, interactive website serving over 5,000 users monthly. Support with social media, print, and digital material may also be requested.

This is a part-time (15-18 hours per week) position that works remotely. Occasional onsite hours may be required for content creation, meetings, and other duties as assigned.

Duties and Responsibilities:

- Maintain all aspects of the Poe Center's website using WordPress WPBakery Page Builder. This includes text, images, videos, interactive features, and any other multimedia elements. (weekly)
- Collaborate with the Communication team and other Poe Center staff to develop, edit, and update web pages, such as creating new pages, making weekly updates as needed, adding visual elements, publishing events, blog articles, videos, integrating connections to social media. (weekly)
- Coordinate annual updates to major sections of the website. (annually)
- Optimize website performance. Maintain SEO best practices and address issues that may slow down the website, such as large image files, slow-loading pages, or inefficient code. (as needed)
- Provide support to users who encounter issues with the website. This could involve troubleshooting problems, answering inquiries, and ensuring a positive user experience. (as needed)
- Utilize analytics tools to track and analyze website traffic. This information can be used to make informed decisions about content and design improvements. (monthly)
- Work closely with web designers and developers to implement changes, enhancements, or new features on the website. (occasionally)
- Ensure that the website complies with relevant laws and regulations, such as accessibility standards and data protection requirements, and adheres to the Poe Center's brand guide. (on going)
- Quickly identify and resolve technical issues that may arise, such as broken links, formatting problems, or other bugs. (as needed)
- Stay updated on the latest trends, technologies, and best practices in web development and WordPress to keep the website current and competitive. (on going)
- Assist with publishing social media content on Facebook, X(Twitter), YouTube, and other platforms. (as needed)

- Assist with implementing creative and strategic marketing plans for programs, events, and organizational activities. (on going)
- Support regular electronic communication, such as newsletters, email marketing, etc. (as needed)
- Support Poe Center events and activities. (occasionally)
- Other duties as assigned by the supervisor.
- Promote the mission and goals of the Poe Center by supporting the needs of other staff and Board of Directors as time and expertise allows.

Qualification Requirements:

- Degree in web development, computer science, or a related field. Bachelor's preferred.
- Minimum of two-three years experience in web content management.
- Proficiency in WordPress, HTML code, and CSS style sheets.
- Proficiency in Google Analytics 4.
- Excellent writing and editing skills.
- Ability to manage multiple projects and meet deadlines with limited supervision.

Preferred Qualifications: Additional experience with the following is desired.

- Experience using social media professionally as a marketing and public relations tool e.g., Facebook, X(Twitter), Instagram, LinkedIn, blogging etc.
- Experience with desktop publishing and email marketing.
- Basic graphic design skills to assist with print and digital materials
- Experience working in an educational setting.

Interested parties should send a resume, brief cover letter, and contact information for three work references. A portfolio with links to website samples, along with any relevant design samples, is required and should be included with the application materials.

To apply send resume and cover letter to:

Annalee Rigdon, Assistant Communication Director, a.rigdon@poehealth.org