



Job Description: Trustee/Director with specific responsibility for Website Content and Information Technology Systems

Overall:

The primary role is to create, develop and manage content for the Charity's website and develop members' section, social media links and information systems.

Specifically:

- Work to maintain a cohesive design for the Charity's website and increase the marketing presence
- Manage website content, including writing and editing pages which will help members and interested individuals to easily identify, support and advise on appropriate areas for involvement and engagement with the organisation.
- Maintain and develop web design and photography.
- Keep current with emerging web technologies and trends in marketing, including social media strategies
- Track and report site activity, analysis of search engines to maximise traffic to website
- Copy edit and proof read all web content
- Assure web based information is archived for future needs and reference
- Work co-operatively with the Directors and Staff of DBE develop a master content calendar for the organisation.
- Craft and design of onsite promotional materials: sales of resources, kit and equipment

In collaboration with Board Members and Staff assist with the creation of members' email newsletter and develop members' secure section of website.

Other responsibilities aligned to the position of Director/Trustee of Disability Bowls England include attendance at Board meetings and contributing to the effective managements of all areas of the organisation, monitoring its activities to ensure they are in keeping with the founding principles and values.

Qualities:

- Strong communication and organisational skills



- Strong attention to detail
- Knowledge of and experience with web based and IT properties
- Adobe Photoshop skills
- Good command of English, preferably to degree level
- Experience and skills in web content management, writing and editing for the web
- Self motivated individual