Can you help us develop the Club online?

RECRUITMENT OF WEB MANAGER

We are keen to make more of the Old Edinburgh Club's presence on the Internet and see this as an important role for a new member of our Council of trustees.

Tasks

Overall maintenance of the website, including:

- administering the site (registration, licences, email accounts, etc)
- ensuring site security and that content is readily picked up by search engines
- monitoring visits to the website using Google Analytics
- setting up booking forms for event administration

Content management

- timely updating of site content on:
    - OEC activities (lectures, visits, Book of the Club, etc)
    - resources and links to other organisations
- maintaining a house style
- drafting content to attract people to the site
- encouraging and editing contributions from Council trustees, OEC members and others
- developing ways of using the site (eg, generating member newsletters; conducting polls, surveys)

Skills and personal qualities

Ideally:

- excellent written communication skills
- working knowledge of WordPress
- basic computer graphics skills (eg, to manipulate image files)
- proactive and creative in approach
- ability to work well as a member of a team

Taking up the role

We can arrange a gradual handover of responsibility and provide an induction to WordPress if you are not currently familiar with WordPress software. Its use is straightforward if you have reasonable word processing skills.

We wish to share responsibilities for content management and will ensure that another trustee has a shadow responsibility should support be necessary. Council members work together to promote the Club across social media, in print and in person.

If you are interested, please contact Derrick Johnstone, Secretary
secretary@oldedinburghclub.org.uk before 9 September 2022