JOB DESCRIPTION

| **TITLE** | WEBSITE MANAGER | | |
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| **Reports To** | [Insert Title] | | |

**Job Purpose**

The **Website Manager** is responsible for the company website's functionality including day-to-day maintenance and administration. In particular, the Website Manager evaluates and manages website performance, facilitates hosting and server management, and develops, maintains, and updates website content.

This position oversees and organizes products, listings, functionalities, layout, content, information, collections, orders, processes, and front and back end systems on the site. The ideal Website Manager has keen eye for detail, exceptional problem-solving abilities, and remarkable content creation and writing abilities.

**Duties and Responsibilities**

Overall responsibilities include but are not limited to:

* Making sure the website is aligned with the brand, strategy, and standards of the <Organization Name>.
* Examining the website and removing any unnecessary contents.
* Supporting social media campaigns and other marketing initiatives.
* Researching, planning, and preparing topics for written, graphic, and video content that is informative, engaging, and can gain more followers.
* Performing tests to guarantee the efficiency and quality of your website.
* Developing strategies to increase website traffic.
* Creating website content to support organizational objectives and strategies.
* Ensuring that the website complies with all applicable laws and regulations.
* Adhering to industry best practices.
* Determining how to improve the user experience on the website.
* Establishing security measures to protect the website.
* Maintaining the website's domain and hosting registration.
* Keeping an eye out for website security flaws and responding to them as needed.
* Planning, developing, implementing, managing, monitoring, and updating websites for businesses.
* Create sitemaps that represent and visualize the structure and functions of the website.
* Managing transactions on the website including orders, processes, and collections.

Additional related duties as assigned.

**Qualifications**

* Degree in computer science, IT, systems engineering, web development or a similar field
* XX years experience working with website
* Excellent knowledge of various aspects of technology and computers
* Knowledge of digital marketing
* Familiar with SEO applications and guidelines is an advantage
* Good understanding and knowledge of sales and marketing

**Core Competencies**

* Excellent verbal and written communication skills
* Ability to troubleshoot website issues
* Strong attention to detail, analytical mind, and exceptional problem-solving abilities
* Outstanding content creation and writing abilities
* Excellent time management and multitasking abilities

**Working Conditions**

* Work a standard schedule [INSERT SCHEDULE e.g. 8 AM to 5 PM, Mondays to Fridays]
* May require working in shifts
* May require working extended hours
* Overtime and hours outside of the typical working schedule may be required
* Requires sitting for extended periods
* Exposure to computer monitors for extended periods