



BCOA Constitution – Appendix II

Webmaster Job Description

The Webmaster implements web pages, maintains content and oversees day-to-day management of the BCOA website, and assures quality and filing integrity of web pages.

Duties and Responsibilities

- Responsible for the design of BCOA web pages, including graphics, animation and functionality
- To develop web page infrastructure and application related to pages with more advanced graphics and features
- To monitor the BCOA web server
- To create and maintain BCOA email addresses and forwarding when appropriate
- Implementing search engine optimisation strategies
- To work closely with the Administration Officer to set and ensure marketing campaigns achieve their desired objectives
- To work closely with the Administration Officer to ensure all web pages, literature and marketing material carry the BCOA brand
- Circulate efficient and accurate reporting, detailing results of web status and possible improvement
- To work closely with the Administration Officer to ensure regular communication and email contact with members and act as main point of contact for web matters