

WEBSITE MANAGER'S ROLE

For more information on activities please visit our website - www.wirralramblers.org.uk

PURPOSE OF ROLE

To use the internet to communicate and promote the work and activities of the Ramblers in the Wirral Group to the membership and beyond to the public in our area of operations. The primary focus will be to use the website to publicise the Group's walks and social programmes to existing and potential members to enable the Group to flourish and grow.

The need is to provide basic information so that existing members and visitors may find out about our walks and social programmes, how to choose a walk, how to book and join a walk, issues regarding walking in our area and the answers to frequently asked questions.

The website should be of contemporary design with an attractive look and feel, appeal to both existing members and visitors without overly addressing or ignoring either. The absolute requirement is to provide information which is always relevant and always accurate.

The website should be part of an integrated electronic information and communication system.

SPECIFIC ACTIVITIES

The Website Manager shall be responsible for:

- Relationships with the web hosting company
- Website design and programming
- Maintaining site back-up procedures
- Managing software updates
- Maintaining anti-virus protection
- Generating site usage statistics
- Maintain diary of actions required to keep site relevant to users
- To ensure the group is following GDPR guidance and is compliant with it.

Where information is changing regularly, perhaps on a weekly basis, limited website programming access is given to allow others to update and access information. This will apply, for instance, to those managing the Sunday walks leader availability, Sunday route walk descriptions, Sunday coach booking system, etc.

TM/October 2017