

CWA Webmaster Job Description

The CWA Webmaster is the coordinator and developer of the Communications Workers of America (CWA) Websites. The Webmaster's major role is project oriented, using the Web to support and promote CWA organizing, mobilization, corporate, and other campaigns. The Webmaster is responsible for the creation of new Websites, sometimes on very short deadlines, as well as site maintenance. This position requires technical and graphic design experience as well as organizing, corporate campaign, or similar experience.

The Webmaster is also responsible for day-to-day tasks such as providing technical support to administrators of CWA's Websites. This support includes troubleshooting, training and making additions or modifications to these sites.

The Webmaster works in cooperation with the Online Communications Coordinator, and is sometimes required to provide assistance with other online tools such as our bulk e-mail and text messaging systems.

Duties and Responsibilities

The Webmaster will perform or facilitate the following tasks:

- Develop projects to support CWA organizing, mobilization, corporate, and other campaigns.
- Work with consultants and programmers as needed to develop enhancements to our online infrastructure.
- Manage all of CWA's Websites, ensure that standards are being followed and content is regularly updated.
- Work with CWA departments, districts and sectors to design and build new Websites.
- Provide regular analysis of website traffic and suggestions for optimization.
- Train staff to post material to websites.
- Promote the use of online tools within CWA and its locals.

Required Skills

- Demonstrated knowledge of HTML, CSS, and JavaScript.
- Working knowledge of PHP or similar server-side scripting language.
- Experience using a CMS such as WordPress or Expression Engine.
- Experience with Google Analytics.
- Graphic design experience, with knowledge of Adobe Photoshop and Adobe Illustrator and understanding of different image formats
- Ability to create a Website layout from scratch and implement it on a CMS.
- Experience working with an eCRM such as Convio or Salsa.

If you feel you have the background and experience to qualify for this position and wish to apply, please visit www.cwa-union.org/webjob to upload your resume and cover letter.

No phone calls please
Equal Opportunity Employer
Women and minorities are encouraged to apply