

SHANGHAI AMERICAN SCHOOL

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JOB DESCRIPTION

TITLE: WEBMASTER
SCALE: Expatriate Support Staff Salary Scale
CONTRACT DAYS: 210 days

POSITION SUMMARY:

The Webmaster is responsible for all aspects of the SAS website including continued development, implementation, security, and necessary enhancements. The Webmaster will work with our internal IT Department and contracted CMS, Finalsite, to ensure an up to date and responsive site. The Webmaster will coordinate the digital content on the site, applying both technical and creative skills to maximize the value and functionality of the Internet and Intranet. Areas involved include written content, images, links to areas on and off of the SAS site, multimedia and other rich-media material. Trouble shooting the site when problems arise as well as monitoring analytics and reviewing statistics is required. Other responsibilities include: Website performance monitoring and reporting. Assist social media functions. English-Chinese translation.

SUPERVISED, EVALUATED BY & REPORTS TO: Communications Manager

QUALIFICATIONS:

- Bachelor's Degree in Computer Science, Web Publishing, Journalism, Communications.
- At least of five years of relevant experience.
- Previous working experience in an education setting preferred.
- Extensive experience with HTML, web design and content management systems.
- Strong English communication skills a must; Strong Chinese communication skills preferred.
- Have the ability to initiate, plan and develop creative strategies that will increase web traffic and promote the school's marketing objectives.
- Experience using Finalsite, understanding of school websites and knowledge of browser and operating systems compatibility, and search engine optimization a bonus.
- Ability to work within a team environment or independently.
- Able to keep abreast of the changing technical standards in areas such as HTML (hypertext markup language), HTTP (hyper-text transfer protocol), and XML (extensive markup language) that affects the workings of the Website.
- Knowledge and experience with SEO and SEM (within China and International)
- Knowledge and experience with major social media networks

PERFORMANCE RESPONSIBILITIES

- Perform day-to-day content maintenance and ensure accurate, updated information is available for identified users.
- Work intra- and cross-departmentally to obtain and post fresh online content routinely including maintaining a web content schedule for the organization.
- Use existing HTML knowledge along with the contracted CMS to develop new, creative and engaging web pages.
- Serve as the key liaison with the contracted CMS to take full advantage of website tools available with attention to functionality, ease of use and user needs.
- Fully utilize and implement our CMS modules including community subsites, events registration, news, announcements, photo and file galleries, calendar, athletic schedule, video, etc.

- Work with the user groups to plan for future changes which may be necessary.
- Perform, monitor and report SEO/SEM campaigns when needed.
- Perform other duties as assigned.

SAS BELIEVES:

- That each employee makes a significant contribution to our success
- Those contributions should not be limited to the assigned responsibilities.

Therefore, this position description is designed to outline primary duties, qualifications and job scope, but not limit the employee nor SAS to only the work identified. It is the expectation of the school, that each employee will offer his/her services wherever and whenever necessary to ensure the success of our organization.

APPLICATION PROCESS:

All applications should be submitted in writing to the Human Resources Department at HumanResources@saschina.org

Applications must include the following:

- a) Cover Letter
- b) Resume or Curriculum Vitae
- c) Statement Addressing the Qualifications and Selection Criteria