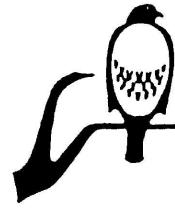


SOUTH PEEL NATURALISTS' CLUB

VOLUNTEER ROLE



WEBMASTER

Position Overview: South Peel Naturalists' Club is seeking a dedicated volunteer to manage our website. This role is crucial in providing a public face for the organization as well as a repository for internal documents.

Responsibilities:

1. **Annual Event Set-up:**
 - a. In the spring, receive list of Monday evening walks from the Outdoor Program Coordinator and update the website and Google Calendar accordingly.
 - b. In the summer, receive list of field trips and monthly indoor meetings for the fall/winter program from the Outdoor Program Coordinator and Indoor Program Coordinator, respectively, and update the website and Google Calendar accordingly.
2. **Newsletter Posting:** Receive monthly newsletter from Newsletter Coordinator, post to website, and return link to Newsletter Coordinator for distribution.
3. **Event Posting:** On a monthly basis, extract new events or event updates, if any, from the newsletter and update the website and Google Calendar.
4. **Annual General Meeting:** Receive governance documents needed for AGM from Secretary, post to website, and return links to Secretary.
5. **Posting under the Direction of the Board:** Additional news posts, updates, and changes to the website as directed by the Board or Communications Committee.
6. **Participate in Communications Committee:** Meet and/or email as needed with members of the Communications Committee to ensure consistency in communications.

Optional

7. **Content Sharing:** Share selected content found in the newsletters to the website.
8. **Analytics and Reporting:** Track the performance of our website using WordPress analytics tools. Provide regular reports to the Communications Committee on key metrics such as reach, engagement, and follower growth, and make recommendations for improvement based on data analysis.
9. **Website Development:** Improve the functionality and/or appearance of the website, in consultation with the Communications Committee.

Qualifications:

- Proficiency in using WordPress.
- Knowledge of HTML is desirable but not required.
- Proficiency in using Google Calendar.
- Excellent written communication skills.
- Critical thinking skills to identify which content is appropriate to share and how it reflects back on the club.
- Ability to work independently and manage time effectively.
- Previous experience managing a website is preferred but not required.

Time Commitment:

- Approximately 1 hour per month, generally much less, but occasionally heavier to set up the events for the summer and the coming club year.

Benefits:

- Opportunity to make a positive impact on local wildlife and habitat conservation efforts.
- Gain experience in website management.

Join us in spreading awareness and appreciation for the natural world by volunteering as Webmaster for South Peel Naturalists' Club.

Prepared by Lisa Seiler