

## POTOMAC VALLEY WATERCOLORISTS

### WEBSITE ADMINISTRATOR POSITION DESCRIPTION

Average commitment: 28 hours/month

- **Basic Function** – continually create front-end messaging and visuals for effective look and feel of PVW website, building high-functioning back-end structure on our website platform.
- **Create and update site content** – maintain up-to-date awareness of current and upcoming PVW activities and translate into site text and visuals that best serve member needs, showcase a range of artwork and optimizes the interest of our audiences. Achieve this through original writing and design work (includes gleaning various organizational resources to obtain current information and images, and also developing new content as needed). Set and maintain basic standards for web graphics and content.
- **Site structure** – maintain proficiency in our web builder platform in order to update or create web pages; connect databases; create payment links; maintain mail servers, etc. Identify and integrate oncoming feature upgrades and advances.
- **Infrastructure expertise** – maintain working knowledge about security, hosting, licensing, hosting, network optimization, databases, and other infrastructure-related factors that affect a website's performance.
- **Monitor site performance and testing** – evaluate site performance through member feedback, metrics, public feedback and traffic. Test and debug website features to make error-free. Assess the website's SEO, usability, design, content, and usage patterns. Explore and incorporate marketing tactics as possible to draw users to the site. React quickly to bugs and performance lags.
- **User support** – respond promptly to member queries and direct public inquiries to the relevant party when received through "Contact Us" function. When issues are reported, proactively work to fix the issue promptly while communicating updates to key people as needed.
- **Create and update PVW website documentation** for succession planning and for leadership's organizational awareness of site-specific issues. Develop technical backup support plan as needed and task-sharing capability as possible.

#### BEST PRACTICES

- Keep abreast of and post all current information for online promotion of PVW exhibitions and events.
- Create registration pages, background databases, and online payment links for all show entries, workshops, luncheon and membership renewal, working closely with each leader for those areas.
- Translate uploaded CMS data and images for PVW activities from site into sharable Google spreadsheets for lead member usage as needed
- Create online exhibitions including Green Spring Gardens, Fall Show & Sale at St. Andrews, and other special exhibition site displays.
- Manage a secure Members Area, including the online formatting and maintenance of key PVW Resource document files: Member Directory, Dues Renewal Master, Leadership Lists, Newsletter archive, By-Laws, Exhibit Guidelines, Paint-Outs. Post current Master Calendar as provided. Keep this online repository up to date and promptly posted.
- Maintain high-performance interface with selected payment portal and familiarity with its features.
- Create and promote member benefit site features such as Artist-of-the-Month and Artist Gallery.
- Communicate with Board and membership as needed regarding website use and effectiveness.
- Reach out annually to new members with website orientation and information.

**Need proficiency with the following skills used on a regular basis:**

UPDATED: AUGUST 2025

- **Essential:** WIX platform expertise
- **Essential:** Content Management Systems and payment portal familiarity
- **Essential:** Web analytic tools
- **Essential:** Graphic design, marketing communication and clear writing