



Web Master Volunteer - Position Description

Summary: Maintain and enhance the club web site www.pinehillskiclub.com. The web master works with key constituents to implement an effective web site presence for the club. The position reports to the club Secretary who is responsible for marketing & communications. Key areas of responsibility:

- **Strategy:** Define a strategy for the web site to promote the club and provide skier friendly functionality.
- **Web Site Design:** Make recommendations on a compelling web site design including but not limited to layout, content, images, functionality and organization.
- **Content:** Create compelling content. This may involve working with the board of directors and key volunteers who are knowledgeable about certain aspects of the club.
- **Technology:** be knowledgeable about how to maintain the web site software platform. Work with external web site development company if needed. Maintain and enhance the email address pinehill@mail.com used by skiers to correspond with the club.
- **Digital Payments:** maintain and enhance digital payment functionality. Currently working with the payment platform Square.
- **Social Media:** assist with other social media including Facebook, Instagram, etc. Update Ski NH/Snow Country website with current trail conditions.

Timing & Accessibility: In general, this position works on an ad-hoc basis maintaining the web site. Attend board meetings. Update ski conditions on a regular basis during ski season based on groomer assessment and as weather conditions change and conditions of the trails change.