

1. **Job Title:** Web Director
2. **Effective:** April 2016
3. **Division:** Life Action
4. **Reports to:** Director of Communications

5. **Summary of Responsibilities:**

5.1. The Web Director is responsible for the oversight, strategy, development, content distribution, and growth of Life Action websites, apps, email subscriptions, social media, and other digital media.

6. **Key Responsibilities:**

- 6.1. Develop the outreach strategy for Life Action's digital properties.
- 6.2. Give direction to a team of web developers (contractors) in managing the development of websites.
- 6.3. Develop and implement a strategy to reach more users with quality digital content.
- 6.4. Develop strategic direction and assist in the implementation of our email communications.
- 6.5. Develop a strategy that continues to grow and engage our social media audience.
- 6.6. Expand Life Action's digital media presence through apps, texting, email, web, and other media outlets.
- 6.7. Serve on the creative team and give input into various media and communications projects.
- 6.8. Manage the overall creative and design aspects of our web presence.

7. **Requirements / Qualifications**

- 7.1. Spiritually mature believer and able to agree with Life Action's Statement of Faith.
- 7.2. A passion for Life Action's mission.
- 7.3. Self-motivated and disciplined work habits.
- 7.4. A degree and or experience in graphic design or web development.
- 7.5. Helpful qualities for this position include being creative, flexible, ability to plan, deadline-oriented, the ability to write promotional content, and a team player.
- 7.6. Ability to manage projects and oversee a team.
- 7.7. Helpful, but not necessary is a working knowledge of Photoshop and experience in HTML, CSS, and PHP.
- 7.8. Helpful qualities for this position is someone who can manage multiple projects, has a service mindset, is customer focused, creative, flexible, has attention to detail, and is deadline-oriented.

# JOB DESCRIPTION

## 7.9. Performance Measures

7.9.1. Effectiveness of our digital media presence measured through various indicators.

7.9.2. Growth of our online visitors.

7.9.3. Ability to work with a team.

7.9.4. The ability to achieve the above job description.