



THE QUILTERS' GUILD OF THE BRITISH ISLES NATIONAL WEBSITE OFFICER ROLE DESCRIPTION

Responsible to: Lead Trustee for Communications

Liaise with: Chief Executive, Brand Manager, regional and national officers, staff.

Purpose of the Role

Your role is to oversee the operation of The Guild's website so that it remains attractive and up to date and encourages people to use the site as a key element of their membership of The Guild.

Duties

- Support the Regional and Specialist Group website editors in keeping the Regions and Groups' web pages interesting and up-to-date. Manage passwords for new Co-ordinators and web editors. Respond to queries, keep web editors informed of changes to the admin. tools, check that regional and specialist groups mini-sites are regularly maintained.
- Provide training for web editors. In collaboration with the Chief Executive ensure that training is provided regularly for Regional and Specialist Group web site editors. Provide advice and support to web editors between training sessions.
- Ensure web editors' handbook is kept up to date. Circulate the handbook to all new Regional and Specialist Group web editors.
- Upload information to the Events pages. The National Web Site Officer will liaise with the Exhibitions Officer to ensure that all national and commercial events are added to the event section of the appropriate region.
- Keep information on the Web Site's homepage as up-to-date as possible. In collaboration with the Chief Executive, update the homepage carousel as necessary. Ensure the homepage maintains its appeal by changing a proportion of the images in the homepage panels at least every two months.
- Upload information from National Officers. Work with other national officers to ensure their work is represented on the website.
- Support members in the creation and maintenance of their individual pages. Help with password changes, answer member's queries, check member's pages periodically for relevance of content.
- Liaise with CEO about technical issues or website software updates
- Monitor Google Analytics
- Provide regular reports to the trustees via the Lead Trustee for Communications.

Person Specification

- A working understanding of websites and content management systems
- An ability to use image manipulation software
- A good standard of verbal and written English
- Tact and patience

All National Officers of The Quilters' Guild should:

- Act in the best interests of QGBI as a whole – considering what is best for the organisation and its beneficiaries and avoiding bringing QGBI into disrepute.
- Manage conflicts of interest effectively – registering, declaring and resolving conflicts of interest. Officers should not gain materially or financially unless specifically authorised to do so.

Office 365 Email System

Please be aware that using The Guild's Microsoft Office 365 email system and a role specific 'Guild' email address is a required and essential aspect of this volunteering role. Volunteers must not use personal email addresses to conduct Guild business.

Respecting Confidentiality

In the course of your duties as a national officer we would ask you to show respect and restraint in not discussing confidential information with others outside the governing body as it is generally not appropriate for members or people from outside The Guild to have access to this type of information. This refers to all types of information, whether or not it is actually flagged as Confidential Information. There will always be situations of ambiguity, please ask if you need clarification and refer back to your Lead Trustee for any matters which are unclear.