Background

The Warlingham Archery Club (WAC) website is the primary contact point for members of the public wishing to find an archery club so that they may undertake courses and/or join. The website is also a source of valuable, up to date information to current members. A Facebook page also complements WAC's Internet presence by providing more transient information.

WAC has had a website for at least 10 years. It was completely revised into a new (current) format in 2014/15.[1]

Key roles

1. Ensure website design enables pages to be viewed across various platforms and browsers. In particular, pages are scalable to ensure readability across a range of devices.

2. Update information on each page as and when necessary. Frequency can range from regular ('Courses', 'Fixtures') to infrequent ('History'). Each page also has a "Page updated [date]" entry.

3. Add/delete/modify pages to required design as and when required.

4. Act as an Administrator for the WAC Facebook page. Ensure posts are appropriate. Respond to queries coming from Facebook viewers.

5. Maintain the website's functionality on the website host,[2] particularly:

    *   Review website access stats to ensure no improper use and that the contracted bandwidth is not unduly exceeded (bandwidth from 'crawling' bots excepted);

    *   Add/delete new club email addresses as required;[3]

    *   Ensure the subscription to use the hosting site is paid annually (usually in August using personal credit card – claim cost from WAC Treasurer).

6. Review website usage and assess statistics (Google Analytics + Bing for Business webmaster tools) to:

    *   Determine the website's position in web searches.

    *   Take action to improve/maintain the website's appropriate "Page 1" position.

    *   Modify page content/design should information indicate existing/potential issues, such as download speed, mobile usability/scalability. Be aware of what is/is not acceptable or relevant)

7. Ensure that the design and any personal information on the website and Facebook page complies with the Data Protection Act and the General Data Protection Regulations as prescribed in WAC's 'Data Protection Policy and Procedures'.

Knowledge/experience

8.   Ideally someone with experience in website production and promotion; however, this is not necessary as this can be gained by accessing the help/how to pages for the following:

- Website design software supplier(s)
- Website hosting service
- Google/Bing Webmasters services
- Google/YouTube advice for web design, 'Search Engine Optimisation', etc.

9.   The following could also be useful:

- Use of File Transfer Protocol (FTP) software
- Use of "text editing" software (i.e. definitely not word processing software)

Additional

10.   Notify Directors to any potential change to the Memorandum & Articles of the Company and Constitution of the Club and propose draft amendments to either as a consequence of changing law, Club practices or CASC compliance requirements.

Accountability

WAC's Management Committee appoints this role. The post holder can be either a member of the committee (director) or an adult full member of WAC.

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1   Using 'Sandvox' web design software with the 'Apex' add on (this permits scaling for various devices)

2   Claranet Ltd.

3   Owners of Club email addresses maintain their own email accounts (in order to keep them active they must access them at least once every 60 days via the 'Claranet' portal)