

The American Association of Immunologists, Inc.
Position Description

Position Title: Webmaster/Web Developer

Status: Exempt

Reports to: AAI Executive Director or Director of Communications

Department: Communications

Primary Function:

Responsible for the design, development, implementation, usability, security, and management of all AAI websites, social media and digital assets. Assures functionality across browsers, operating systems, and devices. Works with all departments to execute digital strategies by developing informative, attractive, and easily accessible online content for publicizing AAI programs. Manages integration of web sites with third party eCommerce, AMS and transaction services; content updates; and content management system support. Responsible for all aspects of web performance including web analytics, search engine optimization, security, and PCI compliance. Oversees performance of web hosting and related web services contractors. Conducts research and advises on the application of new technologies to enhance AAI digital assets; includes development and execution of RFPs for services. SQL and AMS database administration experience a plus. This position is a member of the Technology Committee responsible for implementing AAI digital initiatives.

Major Duties and Responsibilities

AAI websites

- Develop web pages and post content for existing sites; must be knowledgeable of scripting languages
- Monitor and maintain timeliness of web pages in coordination with staff
- Ensure consistency and comprehensiveness of postings on home page, landing pages, and links
- Design and implement annual meeting websites in WordPress CMS (content management system)
- Suggest and implement enhancements to AAI website in Kentico CMS
- Integration of website for eCommerce
- Functionality across sites and devices
- Experience with security and transaction software

Web Communications

- Design email alerts and related graphics
- Ensure quality control in the preparation, testing, and delivery of email alerts
- Troubleshoot and resolve issues with text, graphics, and links
- Suggest and implement initiatives for social media postings and outreach

Graphic Design

- Create and edit graphics for web pages, web ads, email messages, invitations, surveys, etc. that utilize pleasing and navigable layouts

Web analytics

- Review and analyze website traffic to optimize website performance and review SEO (search engine optimization)
- Analyze and enhance success of AAI alerts in generating unique traffic to AAI sites

Web server administration

- Monitor performance and security of AAI websites in coordination with web hosting service contractors
- Coordinate with contractors, as appropriate, in support of resolving server issues, performing timely backups, and undertaking routine server updates
- Regulate and manage access rights for website

New technology

- Research and apply appropriate and new technology to AAI digital assets to ensure current standards and security across the organization's online presence (websites, alert emails, web analytics, and social media)
- Develop and execute RFPs for services

Other duties as assigned

- Positions may be reassigned and responsibilities may be modified, added or changed at any time to fulfill organizational requirements

Minimum Qualifications

BSc/BA in Computer Science, Design, or related field preferred, plus demonstrated experience and certification. Familiarity with web standards. Three years proven Webmaster or Web Developer experience. Knowledge of HTML, XML, CSS, JavaScript, Lyris, SQL, Kentico, WordPress, Adobe Creative Suite including Dreamweaver, Illustrator, Photoshop, Acrobat, SEO, and server-side scripting.

Additional Requirements

Strong troubleshooting and analytical abilities

Excellent communication and teamwork skills

Ability to generate creative ideas

Attention to detail and outstanding organizational skills