

# STL-ODN

St. Louis Organization Development Network

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## Web Administrator's Role Description & Responsibilities

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### Overview of Expectations

The STL-ODN Executive Team (ET) is responsible for providing overall leadership and strategic direction for the ongoing operation and health of the organization. The STL-ODN is run exclusively by volunteers, and ET members have a critical stewardship role. ET members are expected to act collaboratively in the achievement of the organization's goals, in alignment with the overall strategic agenda. In addition to the shared responsibility for establishing and maintaining the strategic direction of the organization, each ET role has specific responsibilities.

### Role Description

The Website Administrator enhances the member experience through effective management of the STL-ODN website. This role takes direction from the Communications Chair and is a non-voting role. It is most important for him/her to be in alignment with overall communications strategy and to provide communication options to the Communications Chair and ET that are supported by web functionality. It is not as important that the Web Administrator be a regular participant in monthly programs.

The ET holds regular monthly meetings, and typically 2 meetings for transition and strategy planning. Assuming a match of skills and interests to our needs, preference for ET membership is given to individuals who have been active in the local OD community (members for at least 6 months, volunteers, and attendees of our events). All must be members in good standing.

### Responsibilities

1. Attend monthly ET meetings (2 hours/month)

2. Attend monthly program (2 hours/month)
3. Prepare for monthly Executive Team meetings, and follow-up with notes and action items. (1 hours/month)
4. Works in partnership with the Communications Chair and other ET members to support website timely and relevant content for STL-ODN programs, events and announcements consistent with STL-ODN branding standards. The Website Administrator is not responsible for creating the communications.
5. Works in partnership with the Communications Chair and the Conference Chair to support conference communications by suggesting web communication design, tracking requests, and providing completion status updates.
6. Update the website as necessary, working with specific ET members to secure updates on their content.
7. Manage the content, functionality, and format of the web site. This includes periodic audits to insure the content stays timely and relevant.
8. Promote use of the web site by members as appropriate.
9. Track the number of jobs posted to the Job Board and other relevant metrics to be reported each month. (Jobs posted should be saved for one full year).
10. Insure adherence to established policies and practices (e.g., for job postings).
11. Update or create documentation on web administration processes and train ET members as needed.
12. With authorization from the President, establish website access for ET members.
13. The Website Administrator may need to recruit additional help, either from an ET member or other individual, for the annual conference activity. This should be worked out by November of the current term, assuming a February conference.