

Canadian Society of Dowers

Webmaster Job Description

Rationale for the CSD Website:

The website of The Canadian Society of Dowers (CSD) is a virtual place on the Internet available to interested parties worldwide. It must be useful and of high interest, and as such, is a management tool for providing up-to-date information on our organization. The website is to reflect the policies and objectives of the CSD. Content policy will be reviewed by each new CSD board and modified as appropriate.

Sole responsibility for content lays with the elected Board of Officers and Directors of the CSD. **The webmaster, who is an agent of the Board, is responsible for maintaining the content of the website as directed by the Board.**

Communication with Board Members:

- 1) The preferred mode for communication between the webmaster and any Board member is via email. Should email communication not be possible then the contact is to be by telephone, fax or regular mail depending on the urgency of the matter.
- 2) It will be necessary for the webmaster to contact the CSD Board periodically. As the CSD Website is a promotional tool, communication initiated by the webmaster is to be to the Board Member responsible for Marketing Development. NOTE: In certain instances, as stated in this document, the webmaster is required to contact the CSD President. In either case, should the webmaster receive no response within 2 days then another board member is to be immediately contacted.

Webmaster's Responsibilities:

- 1) To take direction **only** from a board member regarding the addition, deletion, or amendment of existing material on the CSD website.

NOTE: It is **not** the responsibility of the webmaster to determine if the direction from a board member has Board approval. (It is the responsibility of the Board member providing the direction to ensure any necessary approvals are in place.)

- 2) To ensure all content on the website conforms to the rationale stated above.
- 3) To accept notification from Internet visitors that a link doesn't work or that there is a technical problem of any kind. The problem is to be corrected as soon as possible.
- 4) To make the changes to the CSD Website in a timely manner, i.e., within a matter of a few days. Time-sensitive material (addition, amendment, or deletion) is to be given priority. The CSD President is to be notified if you are unavailable to perform duties for an extended period (two weeks or more) due to vacation, illness, etc.
- 5) To ensure critical information, such as our CSD mailing address and telephone number, and the email address(es) of contact personnel, is available (and current)

on the CSD Website. This would include the webmaster's email address should viewers wish to report technical problems.

- 6) To ensure the registration for the CSD Domain Name is maintained and renewed as necessary. The webmaster serves as the CSD contact person when dealing with the Domain Name registration company.
- 7) To maintain the contract with our Web Hosting company, ensuring that the cost is reasonable, and that the company provides acceptable service levels and technical support. The webmaster serves as the CSD contact person when dealing with the Web Hosting company.

NOTE: Should the webmaster believe that moving to a different Web Host company would be beneficial, he or she is to discuss the reasons with the CSD President and await approval before proceeding.

- 8) The owner of the CSD Website is the Board. There must be no period of time when the CSD Website cannot be accessed by its owner. The CSD President requires the following information:
 - a) The name and URL (internet address) of the Hosting Server, along with the costs involved and the method of payment.
 - b) The method used to upload pages to the CSD Website including the Username/UserID and Password.
 - c) The name of the service that registers our domain name (www.canadiandowners.org), the costs involved and the method of payment, and Username/UserID with Password.

The webmaster is to ensure that the CSD President has the above-mentioned information, along with anything else not mentioned that may be necessary to permit another person to have full access to the CSD Website.

The webmaster is to report any changes immediately to the CSD President.

- 9) To obtain permission from a Board member for any major changes or additions to the CSD Website that the webmaster wishes to initiate. It is important that the webmaster not place anything on the CSD Website that may misrepresent policy.
- 10) The webmaster is encouraged to make suggestions re the content of the CSD Website. Suggestions should be communicated to the Board Member responsible for Marketing Development.
- 11) The webmaster is encouraged to use his or her creative abilities re the designing and formatting of the CSD website. It is also important to keep up-to-date on design features that will broaden our listing on search engines, e.g. the creative use of META tags, etc

NOTE: The above-mentioned instructions and responsibilities are not all-inclusive. Nor are they "written in stone". At times instructions from a board member to the webmaster may contravene, or be in addition to, any of the above. Regardless, the webmaster is to follow the direction exactly as given.