

Webmaster
Job Description
Part Time Regular Exempt Position

PURPOSE OF POSITION

Under the direction of the Director of Prevention Services, the **Webmaster** is responsible for the design, implementation and technical support of CALCASA's online properties and projects. The **Webmaster** must excel at the development of websites and other online products that can communicate complex content, such as the issue of sexual violence, using the capabilities of technology, online services and product design. This position requires a demonstrated mastery in the production of web-based instructional / communication products, applying the principles of adult learning, development of culturally specific and accessible media production. This is a part-time, exempt position based in our downtown Sacramento, CA office.

ESSENTIAL DUTIES

Website Management and Development:

Manage and develop CALCASA's websites, including calcasa.org, preventconnect.org, learn.preventconnect.org, wiki.preventconnect.org, raliance.org and other online properties. Responsible for maintaining, expanding, and scaling our sites. Design responsibilities include deployment and customization of themes and plugins, coding in JAVA, HTML and CSS, and basic web server management functions. Experience with Moodle, MediaWiki, or wikispaces.com also beneficial.

Product Design and Implementation:

Provide project management and product production for identified multimedia projects. Must work collaboratively with lead project staff to identify the most appropriate technological platform to communicate elements of developed content. The Webmaster in collaboration with the Online Media Coordinator and the Communications Coordinator will research, design and produce and manage content for CALCASA websites, podcasts, flash presentations, web conferences, blogs, microblogs, eLearning courses, and other technology driven modes of communication that enhance the delivery of information and products to our members and targeted populations. Content creation will include post-production services such as editing, mastering and publication of electronic media. The Webmaster will work with lead project staff, Online Media Coordinator and the communications team to assess the effectiveness of communication efforts and match visual design intent.

Technology Support:

The Webmaster will provide technical support and assist in the agency's overall technology development strategy by staying abreast of emerging technologies/industry trends including communicating and coordinating with departments on web site issues and initiatives and provide recommendations for web site/training architecture, overall approach, and new digital solutions.

Additional Duties:

Works closely with the Director of Prevention in the strategic development of the program. Contributes to the professional tone, brand of the organization, and approach of the project and the organization within the perimeters of the agency mission and philosophy. Prioritizes projects and schedules them accordingly. Other duties as assigned.

KEY PROFICIENCIES

1. **Command of** HTML, CSS, PHP, JAVA, CMS, SEO, site security and other technologies for the purpose of website development on the WordPress platform.
2. Ability to administer and maintain multiple websites using WordPress.
3. Familiarity with Google Analytics and other traffic analysis systems.
4. Familiarity with, and/or capacity to learn, online learning technology and platforms (i.e. Moodle) and ability to construct and edit courses, as well as track and evaluate usage.
5. Understand common practices.

REQUIREMENTS

1. Demonstrated experience or education in relevant field (management information systems, information technology, etc.).
2. Knowledge of multimedia application software, operation of multimedia equipment and peripheral devices.
3. Demonstrated experience with interactive digital technologies and a familiarity with a variety of web concepts, practices and procedures (including, but not limited to, a familiarity with HTML).
4. Ability to work collaboratively with a variety of project managers.
5. Experience conducting research utilizing a wide range of sources including printed material, internet, and identification of alternative information sources.
6. Excellent oral and written communication skills.
7. Excellent technical writing and research skills.
8. Ability to recognize and identify information of value to rape crisis centers, campuses and other programs. Ability to synthesize information to ensure usefulness to rape crisis centers.
9. Must be organized, flexible, and multi-task oriented. Able to identify and respond

to shifting priorities. A self-starter that can work within a team environment and handle a variety of tasks with urgent deadlines. Must be detail oriented.

10. Ability to maintain cooperative and professional demeanor with rape crisis center staff, agency staff/board, vendors, consultants, allied professionals, and members of the public. Enjoyment in interacting with people and creating an accessible environment. Excellent customer relations approach.
11. Ability to work and thrive in a fast-paced environment, learn rapidly and master diverse web technologies and techniques. Well-rounded, creative type with a talent for communicating online.
12. Aggressive problem diagnosis and creative problem solving skills.
13. Demonstrated sensitivity to and knowledge of issues involved in working with diverse populations and organizations. Experienced in developing programs in response to diverse needs.
14. Accept and abide by mission and philosophy of CALCASA.
15. Willingness to complete a California rape crisis center sexual assault victim counselor training, if not already completed.
16. Availability to travel occasionally statewide/nationwide, some overnights and weekends. Have a car, insurance and a valid driver's license.

To apply please submit the following:

1. Cover letter
2. Resume
3. Three professional references

Email to: jobs@calcasa.org

Position Open Until Filled (no phone calls please).

CALCASA is an Equal Opportunity Employer.

CALCASA makes reasonable accommodations for qualified individuals. All employment actions are based solely on an individual's qualifications without regard to race, color, sex, national origin, religion, cancer-related medical condition, disability, age, sexual orientation, veteran status, ancestry citizenship, or marital status