

Lambeth Art Association
Job Descriptions for Executive and Convenor Positions

Title: Website Administrator

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Prepared by (*name and email*): from existing document

General Description of Position:

- Publicizes LAA activities, shows and events;
- Encourages members to submit material for a personal gallery on the website and to keep their content current. Assists members with this task as necessary (e.g. explaining how to email photos, cropping photos);
- Ensures LAA on-line documents are current and new information, documents, registrations, guidelines, etc. are uploaded promptly;
- Maintains the LAA website, checks notifications from Wix;
- Maintains domain registration;
- Creates a show preview page each winter with new artwork images received from members and updates this from February through early May;
- Provide invoices to the Treasurer for reimbursement of expenses (domain registration and website fees).
- Coordinates with the Social Media Coordinator to maintain consistency of the LAA brand.

Skills Required (*technical or otherwise*): Previous website experience is recommended. This position is best filled by members who are comfortable with online technology. There is a steep learning curve in terms of using the website software. Must have good computer skills, be familiar with Word, photo editing software, and have the ability to download and upload files. Must have knowledge of SEO and how to use meaningful tags and keywords on pages. Must stay current with technology and good website design.

Approximate Amount of Time Required (*daily, weekly, monthly, annually?*): Time will vary but is typically one to four hours a month. During the two to three months before the show, this ramps up as extra time is required to post paintings as publicity for the show.

NOTE: It takes app. 20 to 30 minutes to create a new member gallery. Summer and fall are good times to set up new galleries.

Can this job be shared/shadowed? Yes. This role is best shared by two members as the workload can be intensive. Shadowing is a good idea for succession planning.

Comments, Suggestions and Helpful Hints: Periodically encourage members to have personal galleries set up. As the show approaches, prompt members to send in images for promotion. As only one Administrator at a time can update the website, it is necessary to co-ordinate access.