



Webmaster/Digital Storyteller

Position Title: Webmaster/Digital Storyteller
Primary Duties: Conceptualize, design and maintain DBIA website including Members-Only portal
Supervised by: Strategic Communications Director

Position Description: DBIA's Webmaster manages all aspects of the organization's website experience including: creating and delivering innovative web pages using video, animation, still images, text and audio in a strong user-oriented design; proactively managing web content to tell DBIA's story in a compelling way while also reviewing and recommending technical and editorial improvements, as needed. This position provides a unique opportunity for the right person to build something new and exciting for a growing association. In short, if you're a right-brain techie with a left-brain creative sense, then this job is for you.

Primary Duties and Responsibilities

- Conceptualize, design and maintain the DBIA website integrating front-end design with back end functionality
- Experience with CSS3, HTML5, Javascript and CMS platforms such as WordPress
- Serve as the organization's point-of-contact between IT partners and vendors
- Ensure the functionality of DBIA's website with online applications and databases, including our members-only site (Association Anywhere) and Conference Registration platform (Eshow)
- Provide technical assistance as it relates to website functionality, website features, site navigation, customer inquiries and other technical requests
- Stay up to date on the web's latest technologies and make sure the site is always mobile-friendly and multi-platform ready
- Experience in digital marketing tools, including Email Service Providers and Social Media platforms a plus
- Monitor site traffic; ensure search engine natural web rankings to maintain placement on all major search engines; develop and manage monthly reporting and tracking databases
- A creative design eye and skill in visual and digital media storytelling
- Perform other job-related duties as assigned
- Report to the Director of Strategic Communications

Qualified candidates will be

- Mission-driven and collaborative, working with DBIA department heads to develop quality online features that support the mission of the organization
- Able to program forms and implement scripts using a language such as PHP
- Self-motivated and detail-oriented with strong technical, creative and organizational skills

- Experienced with Adobe Creative Suite, particularly Photoshop and InDesign
- Experienced with Google Analytics
- Able to work independently and with others with excellent organizational and time management skills
- Dependable and flexible with a sense of humor

Minimum Education and Experience:

Associate's Degree required, Bachelor's preferred in relevant field and at least three years of experience in user and/or consumer-oriented web design. Requires strong visual style and thorough understanding of how typography, layout, color, images and interactivity impact design and user engagement. Past experience with a website redesign.

Webmaster experience with a membership organization and/or non-profit is a plus.

How to Apply

Send a resume and cover letter to:
Kim Wright, DBIA Director of Strategic Communications.
Subject Line: Webmaster Application