

Webmaster

The National Association of School Psychologists is a professional membership association representing 26,000 members with a \$7 million budget and a staff of 30 in Bethesda Maryland. The association is seeking a professional with 3-5 years of proven success in maintaining and enhancing online technology that supports both organizational and user needs, and effectively promotes content, engages users, and increases revenues (dues and non-dues).

The Webmaster is responsible for managing and enhancing the online experience of the association's members, leaders, public users, and staff; supporting primary program and revenue generating areas of the Association; ensuring that website is interactive, well-organized, technically up-to-date, and user friendly; facilitate development of new Web products and services; and coordinating website upgrades with changes to membership database, Web content, and other NASP office technology. This position reports to the director of communications and works closely with the director of technology.

Key Responsibilities

1. Manage workflow, content format and posting, folders, menus, passwords, users and permissions, metadata, collections, and digital assets for public resources, members only content, and collaboration tools.
2. Update and add/or delete content where needed; edit and ensure content is web appropriate and aligns with NASP established style guidelines.
3. Consult with staff and leaders on program and user needs and develop new utilities and functionality; work with consultants when additional expertise is required.
4. Regularly assess and recommend ways to increase website traffic (e.g., using SEO and other techniques).
5. Work with staff to maximize online market reach for the NASP services and products, and align web content with other NASP communications and initiatives
6. Enhance online registration and purchasing processes for programs and products (e.g., membership, convention, certification, publications, advertising, etc.).
7. Maintain online periodicals archives and book review system and investigate; investigate and develop pay-per-view options; manage the repurposing of content utilizing XML data.
8. Conceptualize and manage new Web services initiatives from inception through completion including requirement development, quotes and contracts, monitoring work product, interfacing with vendors, recommending navigation and developing formats, testing, training and budget tracking.
9. Work with the Director of Technical Services, to ensure as seamless a transition as possible to new technologies, including consideration of contractors, consultants, and new software
10. Other duties as assigned.

Qualifications

1. Bachelor's degree in communication or information technology or equivalent certification.
2. Three to five years of related work experience.
3. Proficiency SQL, XHTML, CSS, Photoshop, Fireworks, Acrobat, XML, required.
4. Experience using a CMS platform and ASP.NET 2.0 (VB) desired.
5. Familiarity with association management software, e.g., iMIS; knowledge of social networking (e.g., Facebook, Twitter, and emerging technologies) and facility with audio recording & editing a strong plus.
6. Excellent communications (oral and written), organizational, and interpersonal skills.
7. Ability to problem-solve and work well both independently and as part of a team.
8. Proven ability to effectively handle multiple initiatives at one time.
9. Experience working in a membership-driven, non-profit environment helpful.
10. Proven vendor management track record.
11. Availability to troubleshoot and occasionally support program activities evenings and weekends.

Submit a resume, cover letter, and salary requirements (required) to hr@naspweb.org. The association offers competitive compensation, a generous benefits package, and is located near the Metro. No calls, please.