

Role Title: WEB CONTENT & DESIGN LEAD

Team: Comms / Website & Web Design

Overview of Team

The 'Website and Web Design' Team are responsible for looking after both the back and front end of the website - including development, web support and content.

Role Purpose:

The role of the Web Content & Design Lead is to drive improvements to the Burning Seed website through updating and improving existing information and identifying creative projects and ways to engage the community further via the website.

The Web Content & Design Lead works closely with the Web Developer and Web Support Lead and reports to the Comms Facilitator.

Direct Reports:

- This position has no direct reports.

Team Responsibilities:

- Ensuring that the content on the Burning Seed website is kept up to date and engaging the community through new content and projects.
- Ensuring the website runs smoothly and any issues are reported and fixed up in a timely manner.
- Liaising with internal teams to communicate key updates

Key Deliverables of Role:

- Establish, maintain and promote collaborative working relationships with Burning Seed Team Leads and their teams to promote identified initiatives;
- Work with internal teams to keep key info on the Burning Seed website up to date.
- Look at ways to improve engagement with the community through creative website and media projects.
- Source contributors to write blog posts and articles.
- Keep the Burning Seed website media galleries up to date.
- Identify other ways of making our content exciting and more accesible.
- Work with the Website Support Lead to effectively manage website issues. Liaise with the Comms Facilitator and the Comms & Engagement Team Lead to ensure the community is kept up to date.
- Ensure delivery of accurate, timely and high quality information via the Burning Seed website.
- Represent Burning Seed to external audiences as delegated by the Event Coordinator, Comms Facilitator and Burning Seed Town Council.
- Contribute to a team culture that is supportive, respectful and collaborative.

Key challenges

- Operates in a volunteering environment - individual commitments can be irregular and this can present issues for deadlines and delivering end to end projects;
- Not for profit organisation = very limited budget - can be difficult to source and or deliver high quality materials;
- Effective prioritisation and resource allocation to ensure quality communication services for Seed organisation and individual Team Leads.

Time Commitment:

- Between 3-6 hours a week - this may increase depending on projects identified and undertaken.
- Web Content and Design Lead for any given year must attend Burning Seed in that year.

Agreed by: Andy Goodyear aka Twinkle Toes (Comms Facilitator)

Approved by: Andy Goodyear aka Twinkle Toes (Comms Facilitator)

Filed with Crew Wranglers: 21 February 2018