

Webmaster Job Description

Maintains content, implements web pages and oversees day-to-day management of the company website ensuring quality conforms to company standards

Personal Spec

Experience in Website Management

Knowledge of editing in HTML and JavaScript

Excellent skills in web design

A comprehensive understanding of SEO techniques

Experience of online marketing campaigns including evaluation and PPC

Flexible team worker with good communication skills and meticulous approach

Duties & Responsibilities

The Webmaster is responsible for the design of company webpages including graphics, animation and functionality and applications relating to pages with more advanced graphics and features.

Develop web page infrastructure

Monitor web server, site technical performance and implement SEO strategies

Online promotion of website to increase prominence in web community where possible

Manage PPC (Pay Per Click) campaigns to achieve optimum ROI (Return On Investment) for individual active search terms for each of the major search engines

Propose and implement marketing campaigns in liaison with the Operations Director to achieve budgeted commercial targets. Produce detailed reports showing accurate results for each online campaign and identify improvement opportunities.

Advise on competition and latest technology or new directions in technology to enhance marketing of brand

Source and implement online marketing campaigns to generate additional revenue

Optimise and expand online affiliate opportunities and revenue generation for the brand

Act as co-ordinator between company and affiliates