

## PLYMSTOCK & DISTRICT U3A

# Role Description

## Web Manager

The Web Manager has overall responsibility for updating and maintaining the Plymstock & District u3a website to ensure it is accurate, accessible and engaging for members. The Manager works within the SiteWorks (WordPress) platform and collaborates closely with the committee to promote the u3a.

The website includes pages for:

- Membership details
- General Meetings
- Each group including group leaders' contributions.
- Away Days information
- Official u3a documents
- Committee contact details
- News and charity initiatives.

Some group leaders update their own group page themselves.

The role also involves:

- Liaising with the Newsletter Editor to repurpose content from the newsletter for the website
- Liaising with the group leaders to generate content for the website.

Key tasks are as follows:

- **Updating the Site Content:** This includes newsletters, photos, group details, membership documents, policy documents and general information. The Web Manager ensures that event details are current and accurate. Out-of-date pages need to be removed and new content generated and posted as required

- **Designing and editing web pages**, ensuring the content is accurate, timely and written in an appropriate style. Keeping the menu navigation current
- **Team Support:** Providing training to group facilitators and committee members on how to edit their relevant sections of the website. Offer ongoing support and maintain controlled access to designated pages and offer user support
- **Compliance:** Ensuring the website complies with the u3a brand and accessibility and content guidelines. Ensure the website complies with GDPR regulations and other relevant legal standards including copyright
- **Collaboration:** Working with committee members and, if applicable, the Beacon team
- **Reporting:** Providing website statistics or reports as requested by the committee.

## **Skills and Requirements**

- **Siteworks and Wordpress Skills.** The role requires a reasonable knowledge of using Siteworks (see Notes below) and the Wordpress content management system (CMS) to update and maintain a website. You will not be required to be an expert user. Knowledge of the Wordpress block editor and Siteworks plugins (see Notes below) will be sufficient. You should also have a good general knowledge of using PCs, smartphones, tablets and Windows software in general. Similar skills gained by using other website builders or a CMS will be useful and may be transferable. Please note that Siteworks and Wordpress training will be available for anyone who does not already have these skills
- **Communication:** Ability to work effectively with non-technical users and committee members
- **Attention to Detail:** Ensuring information is accurate and formatting meets readability standards
- **Writing Skills.** Information needs to be accessible, engaging, easy to understand and concise.

## Notes:

- **SiteWorks** is a managed, volunteer-run web platform developed for the u3a to replace the older Site Builder system. It provides local u3as with a standardized, accessible, and centrally hosted **WordPress** website
- **WordPress** is an open-source content management system (CMS) used to create and manage websites, blogs, or apps without needing to code. Powering over 40% of all websites globally, it allows users to build sites by using an easy interface. WordPress was initially created in 2003 as a blogging platform and has since evolved into the most popular website building solution in the world
- The **WordPress Block Editor** offers an array of blocks that can be used to create media-rich web pages. Blocks are the content elements that you add to create content layouts. You can add blocks for paragraphs, images, headings, lists, videos, galleries, and more. You can control the layout of the blocks with ease, to build visually appealing web pages. WordPress has blocks for all common content elements
- **Plugins** are packages of code that extend the core functionality of WordPress. The Siteworks plugins allow you to create and maintain details of events, contacts, groups and more.

## Key Features of SiteWorks

- **Managed Platform:** The Third Age Trust (TAT) provides hosting, security updates and automated backups, removing technical maintenance burdens from local u3a volunteers
- **WordPress-Based:** It uses the industry-standard WordPress software with custom themes and plugins tailored to u3a branding and needs (for example, managing groups, venues and events)
- **Accessibility & Design:** Sites are designed to be easy to use, mobile-responsive, and compliant with accessibility standards
- **Support:** A dedicated help desk, user guides and training sessions are available for Web Managers.