

Communications: Web Specialist

Bay Area Climbers Coalition

Bay Area Climbers Coalition Mission Statement:

The Bay Area Climbers Coalition is a volunteer-run 501(c)(3) non-profit organization focused on preserving access to local outdoor areas by actively fostering positive relationships with land managers, hosting stewardship events, and providing educational programming for the climbing community.

Position Summary:

The Web Specialist supports the Communications Director as a voice of the coalition. The ideal candidate will bring professional-level website management experience to this role, in order to effectively communicate to the coalition's stakeholders and generally spread the stoke.

Key Responsibilities and Duties:

- Regular website maintenance, site management and posting of new content (Wordpress fluency preferred)
- Looking with a critical eye at the coalition's content. What can we remove, improve, expand upon?
- Collaborating with Social Media and Email Specialists to identify traffic patterns and content that performs well
- Troubleshooting technical issues that arise
- Responsibilities may vary and are determined in conjunction with the Communications Director and the board according to your skills, coalition needs, and your goals

Qualifications:

- Familiarity with Wordpress
- Understanding of SEO/SEM and web analytics
- Copywriting skills
- Knowledge of HTML and CSS preferred
- Self-starter who can manage time effectively to complete projects efficiently, with or without a deadline
- Alignment with the mission of the Bay Area Climbers Coalition

Time Commitment:

- 1 year commitment to position
- A consistent commitment of 2 to 7 hours per week is expected
- Attendance at monthly board meetings (~2 hours per month) is encouraged