

Leicestershire Scouts Webmaster



Responsible to: County Commissioner
Communications Team Leader

Relationships-
Internal: All members of the Movement
HQ PR Team
County Communications Team
County Web Team
County Newsletter Editor
County Office

External: Media - press/broadcast/internet
Members of the public

Job Summary: Redesign and maintain county website as gateway for information to members and public

Immediate Role: Review current website and provide a 1-2 year plan to redevelop it.

Main Activities: Redesign the county website in accordance with up-to-date procedures using html, css, and other languages (e.g. javascript, php etc) as required, with additional use of other features (Flash, video etc) as may enhance visitor experience. NB Webmaster must be aware that many users will remain at the low end of computer technology and the site must remain accessible to them. The site must also conform to www3 standards and best practice for accessibility by users with disabilities or impairments.

Ensure that languages and procedures used to construct the website pages are 'mainstream', so that in the event of the Webmaster position transferring to another person, the new Webmaster should be able to carry on seamlessly (for example, use of Cold Fusion software programming would be unlikely to allow a seamless transition).

Ensure sensitive or inappropriate material is not posted on the website. The Webmaster must remain in control of the site and any user input must be actively monitored. It would be preferred that except for moderated discussion areas, the Webmaster receives all material for uploading and checks it first.

Ensure that website pages are secure against hacking, spamming and code injection: e.g. html or other coded forms are protected against cross scripting by CAPTCHA methods and results are filtered against code implementation through use of php's 'htmlspecialchars' or equivalent, plus suspicious content, such as 'cc:', 'bcc:', '<script>' and other tags, to induce a fail in the form execution script.

Form a team to assist in operation and maintenance of the County website.

Involve young people in the website as users and, where possible, as part of the site development team.

Arrange for archiving of old site and also of current site on a regular basis, so that at a future date electronic records of content may be looked at.

Advise Communications Team Leader on any budgetary requirements for the website development and maintenance.

Liaise with Fox Editor, Comms Team, County Office, event leaders and members concerning website content – devise methods to collect suggestions for content.

Adhere to Scout policies on website content, especially with relation to child safety issues; monitor on an occasional basis district and group websites linked or asking to be linked to county website and advise webmasters on any deviation from Scout policies. NB. It is not the Webmaster's responsibility to comment on the style of other websites except by way of promoting good practice – uniformity *within* a site is desirable but not *across* all sites.

Ensure stylistic integrity across all pages of (only) the county website – create templates as required for members of the website team to use.

Manage crosslinking between other relevant sites. SEO is not especially important, as most users will be aware of the site's existence, but it can be looked at.

Monitor, analyse and report on website traffic.

Attend training days and develop media skills as appropriate.

NB Domain name and email management will *not* currently come under the Webmaster's responsibility, though they may at some future date.

www.leics-scout.org.uk is hosted on a Linux server and up to 10 mysql databases are available.