

Call for Volunteers

Position: Web Services Director – Communications Committee

Number of volunteers needed: 1

Time Commitment: The volunteer should expect to spend 1-5 hours per week, plus participation on Communications Committee conference calls as needed (typically a 1 hour meeting every other month). Minimum of one year commitment with the option of annual renewals over three years.

Committee Description:

The purpose of the Communications Committee is to provide ACUA members with accurate and relevant information through various communication channels. The Communications Committee Chair oversees the activities of the Journal Editor, Web Services Director, ACUA Community Director, and the Social Media Director. The Web Services Director reports to the Communications Committee Chair.

Task Description:

The Web Services Director is responsible for collaborating with ACUA content owners to ensure website content is relevant, accurate, and current. The Web Services Director also oversees website updates performed by the association administrators, ensuring that updates are made timely and makes recommendations for enhancements and additions to the site. The Web Services Director maintains the ACUA Website Content Management spreadsheet to manage content owners and updates to the website. The Web Services Director may choose to recruit other volunteer Web Content Editors or Web News Editors to assist with website tasks.

Specific tasks include:

- Review website at least quarterly to:
 - Identify gaps in web content, including inactive or stale items.
 - Determine if organization of material is logical and if topics are repeated in several places.
 - Review whether topics on the website are still relevant to members.
 - Identify topics that need to be added to the website.
 - Test website the links to ensure all are active and working properly.
 - Make recommendations for improvement.
- Work with content owners and ACUA committees to update content on their webpage(s):
 - Review update requests that are received from content owners and ACUA Committees for gaps in content, consistent formatting (font, headers, section dividers), and typos.
 - Make recommendations for how best to inform ACUA members of the content updates. This could include an announcement on the website homepage, an announcement in the ACUA monthly newsletter, or posting a discussion in Connect ACUA.
 - Submit final update requests to Kellen for posting to the website.

- Once Kellen has posted the update to the website, review the content to ensure the update was fully completed and for consistency of formatting.
- Actively seek news items to post on the website and post new articles at least monthly:
 - ACUA features news items on the front page of its website. Some news items will come from members. Some news items may come from automated Google alerts.
 - Write brief 1-2 sentence article summaries for news items.
 - Post the article and article summary to the ACUA website via the NELiX Association Administration portal.

Routine or minor changes can be approved by the Web Services Director and submitted to association management for posting. Major/significant changes will be submitted for review to the Communications Committee Chair and Communications Committee Board Liaison and then to the ACUA Board of Directors for approval. The Web Services Director will follow-up on implemented changes to ensure all updates were made as requested.

Qualifications:

- Current ACUA member in good standing.
- A general understanding of websites and social media is needed but strong technical expertise is not required. All website pages are maintained by the association administration.
- A willingness to stay abreast of developments in websites and social media to keep ACUA's activities in these areas current, exciting, and useful to our membership.
- Marketing expertise is a plus.

Expectations:

- The Web Services Director shall make periodic reports to Communications Chair on its activities and any recommendations as well as provide an update on activities for the ACUA Annual Report published in August.
- The Web Services Director will submit a budget request to the Communications Chair each summer to cover the activities for web services the upcoming fiscal year (January – December).
- The Web Services Director will submit the goals for Web Services to the Communications Chair annually in October.
- The Web Services Director shall manage any sub-committees formed for website initiatives.

Interested? Please contact Meaghan Smith, Communications Committee Chair, at smimea@ohsu.edu.

Thank you for your consideration!