**The Appalachian**

**Web Manager**

**Job Description**

The Web Manager of *The Appalachian* is appointed by the Editor-in-Chief of the student newspaper in consultation with the Director of Student Publications. The Managing Editor should have experience in HTML and CSS (JavaScript, Flash and more is a plus), as well as good organizational skills. The role of the web director is to troubleshoot any problems with The Appalachian website, and the accompanying AppSync page, and work with staff to keep the site vibrant and up-to-date. The web manager shall have the following responsibilities:

**Weekly duties:**

1. Maintain The Appalachian and The Peel websites.
2. Work with the business office and the business manager to get ads launched on the website by deadline.
3. Stay in constant communication with web hosting provider to make sure the sites runs smoothly and to make sure that any bugs are fixed
4. Update The Appalachian each Wednesday with content from Thursday’s print edition.
5. Work to keep bugs out of sites, troubleshoot any problems and make and keep the sites up-to-date, relevant and user-friendly.
6. Communicate with editors to be aware of deadlines for subsites to launch, special content, etc.
7. Train editorial board and general staff on how to upload content, and any other necessary information.
8. Regularly check other news sites (college media and national media) to come up with ways to improve the sites. Don’t allow the sites to become stagnant.
9. Attend weekly editorial board and general staff meetings. If you are unable to attend meetings, please make the EIC and adviser aware of the reason for your absence before the start of the meeting.
10. Any other duties as assigned by the editor-in-chief.
11. Work with the EIC and managing editors to organize, brainstorm, shape and create content for special editions of The Appalachian online (e.g. homecoming issue, election insert, basketball preview insert, etc.).
12. Train the Web Manager on all ins and out of the site and subsites, make sure there is always a backup of knowledge be that in training someone, creating videos or written guides

**Semesterly duties:**

1. Build subsites/special sections as needed for large events/projects and special sections.
2. Look into the possibility of creating a mobile app.
3. Any other duties as assigned by the editor-in-chief.
4. Work with The Peel as needed on magazine and website production.

**Other duties:**

1. The web director will make him/herself available to the staff as a resource.
2. Don’t wait to be told what to do. Take initiative in your position and be a self-starter to help improve the section of The Appalachian for which you’re responsible.