



Example of Webmaster Job Description

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Our innovative and growing company is hiring for a webmaster. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for webmaster

- Assist with the planning of application deployments, including updates, upgrades and conversions
- Perform post implementation review of technical changes made to eCommerce properties, including testing and Quality Assurance (QA)
- Demonstrate a desire to help and serve internal/external customers to meet their needs
- Key Performance Measures will include on time-delivery and ROI on new projects, total site uptime, sales and conversions achieved by new platform, and growing eCommerce performance
- Develop and optimize the Kendall College domestic and international websites
- Review the website functionality and make recommendations for improvement for lead generation and conversion effectiveness
- Manage the day-to-day operation of the website, ensuring that the functionality, navigation and overall performance meet the performance goals
- Plan for, schedule, and design, content and functionality/navigation changes
- Maintain brand integrity and structure of website pages, microsites and landing pages
- Report on key website metrics using Google Analytics

Qualifications for webmaster

- Clear understanding of SQL queries
- Brief understanding of Android and iOS development
- Experience with cloud-based services such as Heroku and Amazon Web Services
- Master's or Bachelor's degree in IT, marketing or engineering