



# Example of Webmaster Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of webmaster. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for webmaster

- Execute strategies for content development in coordination with SEO goals – general and keyword specific
- Implement social media and other digital marketing tactics that contribute to performance goals
- Keep pace with website, SEO, search engine, social media and internet marketing industry trends and developments
- Research and administer social media tools in support of the social media strategy
- Monitor web analytics dashboards and reports and identify opportunities to enhance performance and user experience
- Maintaining web servers for company websites, LEMP
- Backup, upgrade, maintain and perform production support for existing websites
- Expand company website functionality via third party apps/plugins and develop custom apps/plugins
- Lead the QA, testing, and publishing of the company's intranet and external websites
- Stay up to date on the web's latest technologies and make sure sites are always mobile friendly and multi- browser ready

## Qualifications for webmaster

## Suite

- Understanding of automation, drives, PLCs and motors is a plus
- Experience with server-side scripting such as PHP, Velocity, .Net, Java, Velocity
- 4-year Bachelor's degree in relevant field
- 2-5 years of experience managing a website or serving as a webmaster
- Experience with responsive-design websites