

## Webmaster

### Your Contribution to PrimeTime's Vision

As the Webmaster for PrimeTime, you will play a vital role in bringing our digital presence to life. Your technical expertise and creative flair will contribute to enhancing PrimeTime's online platform, ensuring seamless user experiences and effective communication of our mission and offerings. You will be part of the marketing team, and work closely with other board members to ensure consistent messaging.

### Your Main Responsibilities

- Manage and maintain PrimeTime's website, ensuring it is up-to-date, visually appealing, and user-friendly.
- Collaborate with cross-functional teams to gather content updates, event information, and other relevant materials for website integration.
- Conduct a comprehensive inventory of the website's current structure, content, and functionality to identify areas for improvement.
- Create and implement SEO optimisation plan
- Implement design and functionality improvements to optimise user engagement and navigation.
- Monitor website performance, troubleshoot issues, and ensure the site is responsive across various devices.
- Regularly update and curate website content, including articles, blog posts, event listings, and member resources.
- Work closely with the Digital Marketing Manager to align website content with the overall digital marketing strategy.
- Stay informed about the latest web development trends and technologies to suggest enhancements and improvements.
- Provide technical support to members and users, addressing inquiries and resolving technical issues.

### We Want to Hear From You If You...

- Possess a strong background in web development, with a proven track record of managing and maintaining websites.
- Demonstrate proficiency in HTML, CSS, JavaScript, and other relevant web technologies.
- Have experience with content management systems (CMS) and website builders.



- Are skilled in creating visually appealing and user-friendly web designs.
- Possess excellent attention to detail and a passion for delivering high-quality web experiences.
- Exhibit strong problem-solving skills and a proactive attitude towards troubleshooting technical issues.
- Have a collaborative mindset and can effectively work with cross-functional teams to gather and integrate website content.
- Understand the importance of maintaining a consistent brand identity and messaging across digital platforms.
- Are excited about contributing to the empowerment of women and sharing PrimeTime's mission through effective online communication.

### **Time Requirement**

- Approximately 10 hours per month.
- Availability for PrimeTime meetings and collaboration with team members.

**For further details, kindly reach out to the Secretary at: [secretary@primetime.org.sg](mailto:secretary@primetime.org.sg)**