

AzLA Webmaster

General

1. Is given a one year renewable contract based on the AzLA fiscal year, July through June, subject to review by the Executive Board prior to reappointment.
2. Reports to the AzLA President. Attends Executive Board meetings by invitation from the President.
3. Serves ex-officio as a non-voting member of the Marketing/Advocacy Committee, Professional Development Committee, and the Web & Social Networking Committee.
4. Responsible for organizing, designing and maintaining a forward-looking AzLA web site. This entails familiarity with the current association software provider and the expectation of continuous improvement in services/options available to AzLA going forward.
5. Serves as a resource to all committees, divisions, and interest groups.
6. Jointly with the Web & Social Networking Committee and/or Marketing and Advocacy Committee:
 - * Develops AzLA Website Style Guide which outlines consistent guidelines for the appearance of the website – including color palettes, acceptable fonts, use of graphics, ads, & branding, and generalized formatting.
 - * Develops AzLA Web Content Guidelines manual which provides direction for what type of content is needed on the site, who adds content, and where.
7. Receives a stipend as set by the Executive Board (initially \$200 per month), and may request payment of expenses for Executive Board approved travel or training costs.

Duties and Activities

1. Produces a consistent visual image on all official association websites, through use of uniform fonts, formatting, icons, colors, templates and layout.
2. Adapts content to web format.
3. Establishes and maintains links to other sites and specific resources on other sites, including:
 - * American Library Association
 - * Mountain Plains Library Association
 - * Arizona State Library and Archives
 - * featured or spotlighted Arizona Libraries.

4. Communicate with Group Chairs (Divisions, Committees, Interest Groups) to maintain the site and ensure content is up to date, including general site operation, broken links, etc. Posts new content, updated and revised material, identified or created by committees, divisions, and interest groups.
5. Creates advertisements, icons, banners, and other graphics for the site.
6. Regularly adds the following:
 - * Updated officers and committee rosters
 - * Photographs of AzLA activities
 - * Minutes of AzLA Executive Board meetings and associated reports
 - * Current edition and revisions to the AzLA Handbook
 - * Current AzLA Newsletter, to be provided by Newsletter editor
 - * Archive of AzLA Newsletter
7. Advises the Executive Board, the Web & Social Networking Committee, and other official AzLA groups about emerging technologies, applications and additional uses for the web site:
 - * Analyzes traffic statistics and use
 - * Assesses new techniques and trends and suggests enhancements and improvements.
8. Retains Board Reports posted on the Association web site in electronic format for at least five years. Follows standard recommendations for records retention for legal and historical reasons.