

# **PR Marketing Website Coordinator Job Description**

Website Coordinator

## **Reports To**

Director of Marketing

## **Job Overview**

The Website Coordinator is responsible for overseeing the design, development, and maintenance of the organization's website, including the blog and newsletter distribution. They play a critical role in shaping the organization's online presence and ensuring that the website reflects accurate and up-to-date information. The Website Coordinator will collaborate with various teams within the organization to promote events, maintain consistency in marketing materials, and engage with the target audience effectively.

## **Responsibilities and Duties**

### **A. General Responsibilities**

- Attend monthly Marketing Team meetings and maintain regular communication with the Director of Marketing.
- Support the vision and mission of Planting Roots.

### **B. Job-Specific Responsibilities**

- Provide maintenance for the website, including managing plugins, ensuring security measures, and updating content regularly.
- Coordinate with the Blog Editor to ensure timely blog posts that align with the organization's objectives.
- Collaborate with the Event Coordinator to promote upcoming events on the website.
- Work closely with the Marketing Director to maintain consistency in marketing materials across all platforms.
- Manage the organization's WordPress-based website, utilizing existing fonts, logos, and color codes.
- Monitor website traffic and provide statistics as needed.
- Maintain a growing relationship with Jesus Christ and integrate faith principles into the ministry to reach other women in the military community.

## **Qualifications**

- **Time Commitment:** Able to commit 10-30 hours per month, with an average of approximately fifteen hours. Minimum commitment of three years.
- **Financial Commitment:** Willingness to attend conferences and biennial Staff Retreats as availability allows.
- **Faith:** Must be a Christian military woman with a growing relationship with the Lord.
- **Experience:** Proficient in Google platforms and email communication. Ability to work effectively in a remote team environment. Strong organizational and administrative skills are essential. Experience with book launches is preferred or willingness to learn.

