

Mountain Plain Library Association Webmaster Job Description

The webmaster is responsible for organizing and maintaining the MPLA web site. Management of the site (development of policies and guidelines, identification of content and links, additional uses and services, etc) is jointly done by the Electronic Communication Committee and the webmaster, who recommend action to be approved by the Executive Board.

Specific duties include:

1. Organize and design the site
2. Produce a consistent visual image on the site through use of uniform fonts, formatting, icons, colors, templates and layout.
3. Adapt content to web format
4. Establish and maintain links to other sites and specific resources on other sites, including:
 - American Library Association
 - State Library Associations in MPLA Region
 - Annual conference site in member states
5. Post new content identified or created by the Electronic Communications Committee (ECC)
6. Regularly add the following:
 - UPDATE JOB LINE POSTINGS
 - Photographs of MPLA activities
 - Summary Reports from State Representatives to the Executive Board, to be provided by the Executive Secretary after each meeting.
 - Current MPLA newsletter, to be provided by Newsletter editor
 - Archive of MPLA Newsletter
7. Post updated and revised material identified or created by the Electronic Communications Committee (ECC)
 - Advise the Executive Board and the EEC about emerging technologies, applications and additional uses for the web site.
 - Analyze traffic statistics and use
 - Assess new techniques and trends and suggest enhancements and improvements.
 - Attend MPLA Executive Board meeting and annual conferences.