

JOB DESCRIPTION

Position: Webmaster

Reports to: Marketing Manager and CMO

Status: Full Time; Exempt

Position Responsibilities

Webmaster will manage all materials created and posted on the firm web site, intranet and extended web presence under the direction of the Marketing Manager and CMO to ensure all materials and content are created and meet the Adams and Reese brand guidelines and adhere to firm policies and ethics guidelines. Webmaster will interface heavily with Graphics/Design, Communications, Databases, CRM system, IT department as well as maintain a solid web host vendor relationship for all online activities. Webmaster will be responsible for developing, executing and managing all online marketing strategies in conjunction with the marketing team, and participate in crafting of web strategies, described as, but not limited to daily updates and maintenance of the firm's web site, intranet, SEO, web monitoring and traffic reporting and html emails, alerts, etc. Monitors site traffic in order to scale site capacity to meet traffic demands and performance.

- Responsible for managing firm's internal and external web presence including web-based marketing and content.
- Responsible for the updating and monitoring firm's online presence at all times
- Ability to edit and assemble exceptional online content, monitor and refresh daily
- Thorough understanding and use of Google Analytics to help guide content priorities, content needs and determine trends.
- Familiarity with the W3C's work; Knowledge of UNIX, HTML, CSS, CGI, JavaScript, Flash.
- Proficiency with use of CMS / WYSIWYG editors,
- Gathering and compiling web site content / assets from a variety of internal clients and departments, including but not limited to marketing and IT
- Search engine optimization: keywords usage, inbound links, metacontent, avoiding techniques that bans sites from search engines, and constantly monitoring
- Site map maintenance for crawlers/search engines
- Knowledge of maintenance procedures and glossary entries
- Will serve as technical/user support for the all editors/content users for the Adams and Reese web site and train and manage all editors/users of the web site, maintaining style and consistency

- Ensure the web content is structured and linked effectively in order to enable users to find information quickly and easily, and to facilitate the promotion of key firm initiatives.
- Manage approved videos, podcasts, blogs, forums, webinars or any other forms of user generated approved content.
- Monitor presentation of site and readability in all browsers on various platforms
- Monitor competitor web activity and keep abreast of best practice web site developments and technology
- Provide meaningful web insight - reporting web usage, trends and forthcoming developments, regular web site reports
- Use of multi-platforms, databases, content streaming, knowledge of adobe applications, dreamweaver, photoshop, illustrator a plus
- Editorial responsibility for the content, accuracy, quality and style of the site, in collaboration with the area authors on the team. This will include finding, creating and installing tools to create web content and check consistency; development and enforcement of the house style, including liaison with graphic artists; and the development of interactive web applications
- Interface existing databases/programs into web site use
- Monitor webmaster email for problems/content and info@arlaw.com, respond, forward as appropriate
- Ensure the web content is structured and linked effectively in order to enable users to find information quickly and easily, and to facilitate the promotion of key firm initiatives
- Constantly monitor for errors, broken links, and correct potential problems
- Ability to convey complex subject matter clearly and engagingly
- Additional jobs upon request including but not limited to: Flash Announcements, additional web site building, HTML invitations/emails/announcements/Alerts/Newsletters, Animated billboards and headlines

Employment Standards

Education: College degree required. Degree in Computer Information Science, Web Design, Graphic Design, or related field.

Experience: Minimum five years in web work/webmaster, preferably in a marketing or legal environment.

Required Skills: Must have excellent written and verbal communication skills. Ability to handle multiple projects and work under deadline pressure. Motivated to seek out new opportunities and improvements, constantly abreast of latest web trends and best practices. Strong technical knowledge and experience in web publishing, coding, and software (HTML, Adobe, CS2/4,

Macromedia, Dreamweaver etc). Experience of various web content management systems is essential. A thorough knowledge of Search Engine Optimization (SEO) techniques along with experience in putting these into practice. Strong technical knowledge and design experience of web publishing and coding software (HTML, Adobe, CS2/4, Macromedia, and Dreamweaver etc). Experience of various web content management systems is essential.