

NYS TESOL WEB EDITOR

Job Description

The Web Editor is the central manager for the face of NYS TESOL on the World Wide Web/ Internet and is responsible for the editorial planning and oversight of NYS TESOL's web presence to ensure quality and consistency of message (subject to Executive Board approval).

His/her responsibilities encompass strategy development, planning/implementation, and ongoing oversight for efficacy and quality control of NYS TESOL's web image. The Web Editor will report to the President and through him/her to the Executive Board. The Web Editor will maintain strong lines of communication/consultation with the Publications Committee and, should there be one, the committee at NYS TESOL responsible for marketing/public relations.

The ideal Web Editor will have strong skills and experience in communications across varied media, and experience in editorial planning and operations. Familiarity with 21st century web-based communications and marketing opportunities is a plus, but in-depth experience is not required.

Specific functions will include*‡:

- 1) Developing a proposed strategy for presenting NYS TESOL through the Web (in conjunction with *ad hoc* Technology Committee)
- 2) Developing a unified design for website and other web-based outlets
- 3) Developing an implementation plan for the new strategy/design and managing the implementation
- 4) Developing procedures for NYS TESOL web contributors (and training as needed)
- 5) Soliciting content from the Regions, SIGs, committees and outside sources to keep our message fresh and complete
- 6) Monitoring web materials for needed updates/corrections
- 7) Supervising webmaster
- 8) Coordinating NYS TESOL review and management of web opportunities (e.g., managing proposals for advertising and links to 3rd party sites, negotiating with said 3rd parties, bringing recommendations to PubCom/EB as appropriate, overseeing implementation for approved activities, etc.)

* The Web Editor is encouraged to organize support for many of these activities through the Pub Com, the *ad hoc* TechCom, and other *ad hoc* committees that he/she may recruit as needed.

‡ This job description will remain a draft for 6 months, so that, as this position gets underway, the function and responsibilities can evolve with input from the Web Editor, PubCom and Executive Board.