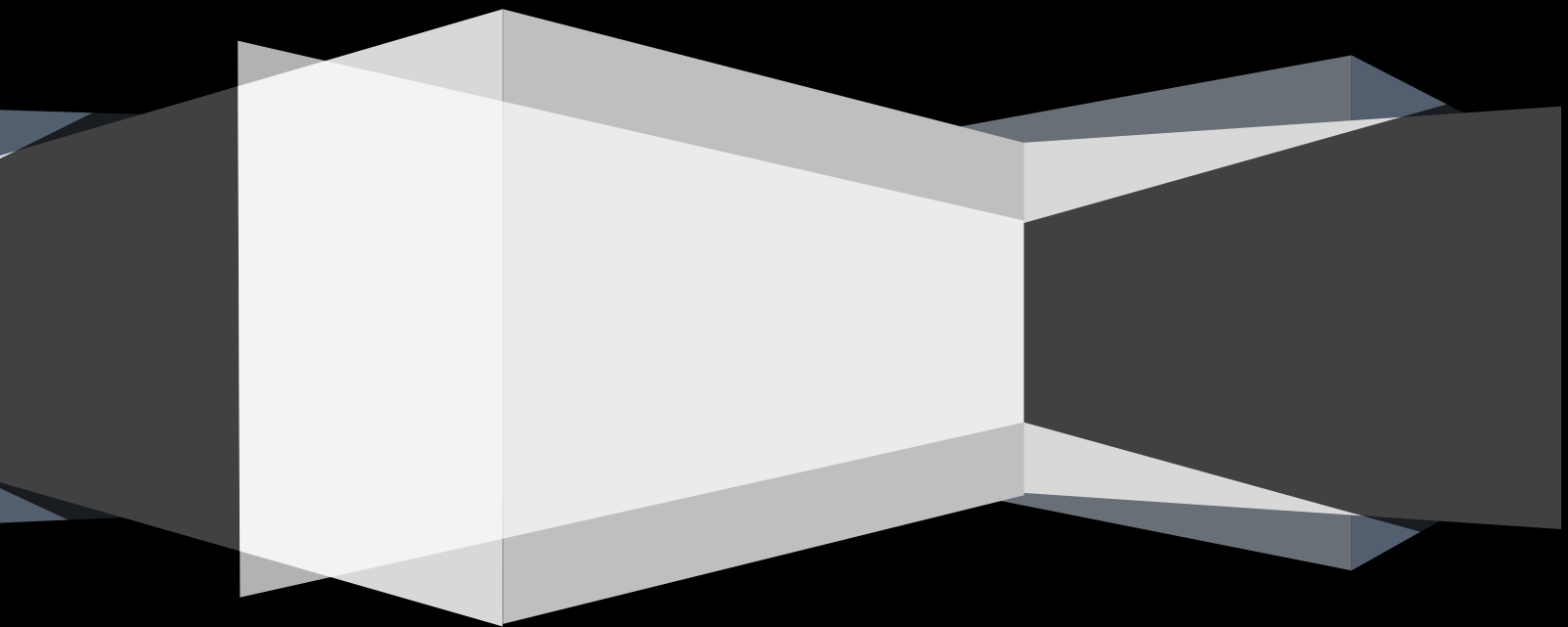


# **Web Team Roles & Responsibilities**

**This document defines the approved  
Roles & Responsibilities for the Web Team and  
related Job Descriptions.**



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# Introduction

**Web Governance** is a framework for co-ordinating & supervising the activities of online management in a controlled & orderly way.

The purpose of this document is to identify the key teams and roles required to support online activity and – specifically – to clarify the precise responsibilities of each role.

# Roles & Responsibilities

## 1.1 Acme Web Team

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The aim of the Web Team is to leverage digital opportunities to connect new audiences and deepen existing audiences' relationships with Acme's work.

To this end, the Web Team is responsible for governance across all Acme's online presences.

### 1.1.1 Role & responsibilities

In practical terms, the Web Team is responsible for the following:

- Ensuring the practical elements needed to achieve the strategy signed off by the Web Steering Group and the Senior Management Team are carried out.
- Ensuring all appropriate governance activities are carried out to an agreed standard – in particular Development & Maintenance.
- Ensuring all necessary enablers are in place (within the limits of its competence to do so), including skilled people, technology, tools, processes, documentation, budget and other.

The Web Team is part of the Public Affairs department and is lead by the **Web Manager**.

### 1.1.2 Representation

The role, responsibilities & activities of each representative in the Web Team is described below.

## 1.2 Web Manager

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The most senior person on the Web Team is the Web Manager. The Web Manager reports directly to the Director of Public Affairs.

### 1.2.1 Role

The role of the Web Manager is to translate strategy into operations & drive development in pursuit of online goals.

In addition, the Web Manager advises and leads the organisation with reference to best practice, as well as emerging opportunities & threats, online.

### 1.2.2 Responsibilities

In support of this role, Web Manager has some specific responsibilities. These include:

- To plan for and manage the staff, resources, budget and other administrative supports of the Web Team.
- To supervise the activity of the Web Team.
- To evaluate the performance of the Web Team.
- To monitor and evaluate the external environment & competitive position of Acme as regards online.
- To advise Acme regarding appropriate online strategy.
- To advise Acme regarding best online practice.
- To plan new developments for Acme online, in conjunction with internal stakeholders.
- To oversee the delivery of new developments for Acme online including business modeling, user research, requirements definition, interface design and support.

- To communicate with internal stakeholders, e.g. Senior Management Team, Web Steering Group.
- To communicate with external agencies.
- Other appropriate responsibilities.

### **1.2.3 Skills**

In support of these responsibilities, the Web Manager should demonstrate a high degree of competence, knowledge and expertise in the following areas:

- The core disciplines of online development, including website planning, design, content, technology & publicity.
- The core activities of website management, including publishing, analytics, user engagement, technical monitoring, etc.
- The emerging activities/disciplines of online, including Social Networking, User Generated Content, Video, Audio, gaming, etc.
- The emerging developments in web technology, standards, devices, user engagement, demographics & other.
- The activities of strategy assessment, preparation & communication.
- The activities of people, budget, resource & project management.

## **1.3 Lead Developer**

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The Lead Developer reports directly to the Web Manager.

### **1.3.1 Role**

The role of the Lead Developer to support the delivery of online presences for Acme that are technically sound, designed to a high standard and developed in accordance with agreed standards.

In addition, the Lead Developer ensures Acme's existing online presences operate to a high standard by carrying out a series of agreed governance activities.

### **1.3.2 Responsibilities**

In support of this role, the Lead Developer has some specific responsibilities. These include:

- To define coding standards for Acme's online development – in conjunction with external agencies & based on architecture defined by ICT dept.
- To define design standards for Acme's online presences – in conjunction with Web Manager.
- To co-ordinate delivery with external design & development agencies.
- To assist with the definition & monitoring of website hosting services (hardware, software, data, security) – in co-operation with ICT dept.
- To co-ordinate relationships configuration & oversight of specified Hosted & 3rd Party Services.
- To co-ordinate Change Control activity on all websites – in conjunction with other service providers, in particular ICT.
- To manage the configuration & oversight of Google Analytics.
- To monitor the needs of Acme's online audience (including web analytics, feedback, social network analytics & online surveys) in support of the planning & strategy activity of the Web Manager.
- To ensure Quality Assurance for all Acme's online presences – in co-operation with other team members.

### **1.3.3 Skills**

In support of these responsibilities, the Lead Developer should demonstrate a high degree of competence, knowledge and expertise in the following areas:

- The core disciplines of online development, including website design, code, technology & infrastructure.
- The core activities of website maintenance, including QA, analytics & technical monitoring.
- The emerging developments in web technology, standards, devices, user engagement & other.

## **1.4 Senior Editor**

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The Senior Editor reports directly to the Web Manager.

### **1.4.1 Role**

The role of the Senior Editor is to ensure the planning, delivery & maintenance of high quality, accurate and up-to-date content for Acme online.

In addition, the Senior Editor co-ordinates & supervises the activity of Deputy Editors in support of the needs of Acme online.

### **1.4.2 Responsibilities**

In support of this role, the Senior Editor has some specific responsibilities. These include:

- To develop a content strategy for Acme appropriate to each online presence, in support of organisational needs.



- To define content standards for Acme’s online developments, including an official Online Style Guide.
- To assist with the planning of new content - in conjunction with stakeholders.
- To produce clear, engaging & innovative content that adheres to best online practices and supports the needs of Acme.
- To source, co-ordinate & supervise external producers where commissioned content is required.
- To maintain accurate and up-to-date content across all Acme web presences.
- To create and oversee the content production process and schedule for online publishing.
- To co-ordinate & supervise the activity of Deputy Editors.
- To monitor and evaluate the external environment & developments in online content.
- To monitor the needs of Acme’s online audience as regards online content.

### **1.4.3 Skills**

In support of these responsibilities, the Senior Editor should demonstrate a high degree of competence, knowledge and expertise in the following areas;

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This is the end of a short sample that demonstrates how **roles & responsibilities** may be defined for a Web Team.

The purpose of such a document is to set-out the precise scope of each role. This ensures each staff member knows exactly that they should - and should not - be doing.

To find out how to create your own web team job descriptions, visit **[www.diffily.com/services](http://www.diffily.com/services)**

