



Position Description: Website Content Manager

This document is a description of the role for the BCMG Website Content Manager (WCM). The requirements and actions performed by the WCM are described in this document.

Website Basics

The BCMG website (bexarmg.org) is a tool to support the outreach efforts of BCMG. The primary audience for the website is the general public; the secondary audience are the Master Gardeners (MG's). This means that the Home page is really targeted at the general public and all member content is under the Member tab.

The website contains a variety of content in support of that mission.

- BCMG calendar – a list of BCMG and gardening related events
- E-commerce – a store in support of Poinsettia sales, CULTIVATE!, and other events
- Leaflet & Scion – chapter notifications & newsletter
- General content is for both the general public as well as MGs

The WCM is only responsible for the general content and has access to a variety of resources including: the CommTeam (more on this below), IT technical support, members of the board, the AgriLife Extension Horticultural Agent, etc.

The BCMG website is implemented using WordPress and a collection of plug-ins. The WCM is expected to use WordPress to edit and maintain content. Easy access to technical support is available for all website and related technical issues.

Website Content Manager

The primary role for the WCM is to maintain the content on the BCMG website (bexarmg.org). This will require detecting that content requires changes (see the Actions below) and using the WordPress tools to create/update content. To be effective, the WCM must be comfortable with email and attachments, Word documents, PDFs, and images.

The list of Actions below is a guideline to the key actions but is not intended to be comprehensive. The role of WCM is an ever-changing role to meet the needs of the Extension agent, the BCMG organization, and the membership. This will require timely responses to the requests for updates.

For those comfortable with technology but might be new to WordPress, training and support are available from the current WCM. And there is easy access to technical support (IT) for those occasions when things are not going quite as expected.

BCMG has a team focused on collecting and disseminating information about the organization, the CommTeam (Communication Team). The WCM is a member of the CommTeam and as such will receive most (but not all) notifications of content via the CommTeam email list. The members of the CommTeam include

- Calendar Manager – manages the Website calendar and updates the upcoming events column on the Home page.
- Facebook Group Administrator – administrator and moderator for the BCMG Facebook Group
- Leaflet Editor – publishes the chapter’s weekly notifications, The Leaflet
- Media/Public Affairs Coordinator – handles television and radio interviews
- Publicity Volunteer – sends out publicity notices
- Scion Editor – publishes the chapter’s newsletter, The Scion
- Website Content Manager – updates and manages the content of the BCMG website
- VMS Volunteer Administrator – posts volunteer opportunities on VMS

The WCM does not include the following roles: calendar manager, e-commerce, website design, Leaflet, Scion, VMS, graphics design, or IT support.

Actions

The following is a list of the general actions that the WCM is expected to perform. However, it is also expected that the WCM will respond to events as needed and update the content accordingly.

1. **Home page** - Update **feature-box**
 - a. The feature-box is used to highlight MG events, sales, programs, and the Horticulture Agent’s public programs.
 - b. When: as needed
 - c. Get content from: notification via CommTeam from board members, program chairs, other members
 - d. Content is created and edited through WordPress Posts that are flagged as feature-box.
 - e. An unlimited number of flagged Posts can appear in the feature-box, so care is needed to ensure that only desired Posts are flagged
2. **CULTIVATE!** support – (Events & Programs>Cultivate)
 - a. Update Cultivate! page
 - b. When: prior to spring and fall events
 - c. Get content from: Cultivate! Co-chairs
3. **College Scholarships** support – (Program & Events>College Scholarships)
 - a. Each spring
 - b. Content from: College Scholarship Committee Chair
 - c. Update the info on the page and link to the new application
 - d. Note: Contact IT support if you have trouble getting the new application. He can update last year’s and upload it to the media library for you.
4. **MG Training** support – (Get Involved>Apply for Training)
 - a. When: Once a year at MG training time (May 2019 is open registration)
 - b. Content from: Horticulture Agent or Director of Education
 - c. Update Apply for Training page. The Class Agenda, Mail-in form and online registration form are housed on the Bexar County AgriLife Extension website. Link to them.
5. **Board of Directors** communication support – (Board & Staff)
 - a. When: Once a year, after elections
 - b. Update the names of the new board positions
 - c. Provide IT with a list of names, positions, and emails to IT. IT will update the contact emails.
6. **Annual Membership Dues** support – (Members>Annual Dues)
 - a. When: At dues renewal time

- b. Get content from: Horticulture Agent
- c. Copy list of MGs who have recertified (MG Stars page), verify names against master list from Horticulture Agent
- d. Publish the page and add to menu under the Members tab
- e. Change page to draft and remove from menu after close of time
7. **Rodeo** support - Update BCMG rodeo volunteer needs (Members>Rodeo)
 - a. When: during rodeo time (Nov. – Feb.), expect to see frequent updates
 - b. Publish Rodeo page and add to menu under the Members tab
 - c. Get content from: Rodeo Volunteer Coordinator (beginning in Dec. after Holiday Party sign-ups)
 - d. Maintain the Rodeo page with an up to date list of volunteer needs
 - e. Change page to Draft and remove from menu when not in use.
8. Update **MG Specialist** list – (Members>Specialized Training)
 - a. When: After State MG Conference
 - b. Get list from: Horticulture Agent’s Office Assistant
 - c. The list is comprised of MG’s that are approved by David as specialists.
9. Update **MG Re-certification** list – (Members>MG Stars)
 - a. When: Monthly
 - b. Content comes from: Membership Director/Assistant via CommTeam
10. Update **MG of the Quarter** – (Members>MG Stars)
 - a. When: Quarterly
 - b. Get content from: Board via CommTeam
 - c. They provide a picture and description/write-up (pdf)
11. Upload **Board Minutes**
 - a. When: Monthly
 - b. Get minutes from: BCMG Secretary
 - c. Create post and flag as Board Minutes
 - d. Minutes show up in the File Cabinet under the Member tab.
12. AgriLife Extension Report support
 - a. When: end of each month
 - b. Content from: website’s Google Analytics Dashboard
 - c. Email Horticulture Agent’s Office Assistant the number of Users and number of Sessions.
13. As needed
 - a. Correct **broken links** (as highlighted by a plugin or reported by a user)
 - b. Update content as needed

Notes:

- **Before deleting a page**, confirm with IT that the page is OK to delete; some pages are used to support website functions

Current Positions:

- AgriLife Extension Horticulture Agent: David Rodriguez
- Horticulture Agent’s Office Assistant: Denise Perez
- MG Training Coordinator: Lou Kellogg
- Membership Director: (Assistant) Lisa Nixon
- CommTeam
 - Calendar Manager: Ann Vargas
 - Facebook Group Administrator: Lisa Nixon
 - Leaflet Editor: Ann Marie Pease

- Media/Public Affairs Coordinator: Liz Campanella
- Publicity Volunteer: Vicki Jamvold
- Scion Editor – Tera Marshall
- Website Content Manager – Owen Keiser
- VMS Volunteer Administrator: Vicki Jamvold
- Cultivate! Co-chairs: Anna Volger and Lynn Cox
- College Scholarship Committee Chair:
- Rodeo Chair: Grace Emery
- IT Administrator – Billy Cox (non-BCMG, husband of Lynn Cox, very helpful and friendly!)