

## JOB DESCRIPTION

**Title:** Full Stack Web Administrator

**Status:** Exempt

**Reports to:** Creative Director

**Function:** To assist the UCA Creative Team in the creation, oversight and maintenance of UCA and its Entities web presence. Under the supervision of the Creative Director, this position ensures the website functions properly, is up-to-date, and provides a positive user experience.

### **Principal Accountabilities:**

- Collaborate with the Creative Team to assist in the creation and upkeep of UCA and UCA Entity Web Presences.
- Reply to, troubleshoot and resolve website issues
- Integrate multiple WordPress Websites with each other, AMS, Online Store and Online Catalog.
- Identify ways to improve website user experience
- Regularly perform website audits for UX and to ensure the website supports UCA communication goals
- Participate in organization-wide initiatives to develop further understanding for website goals

### **Technical Maintenance:**

Ensuring optimal website performance by maintaining technical functionality, performing regular software updates, implementing security measures, and troubleshooting.

Oversee domain management of all UCA affiliated companies, including timely renewals and any needed DNS configuration.

Implement and maintain SSL certificates across all live domains to ensure secure data transmission and compliance with best practices.

Integrate and manage multiple WordPress websites, including connections with AMS (Association Management System), online stores, and digital catalogs for seamless user experience.

Manage and monitor all website plugins across UCA web entities, ensuring compatibility, security, and performance.

Perform proactive website maintenance, including routine audits, asset cleanup, and performance optimization to maintain high-quality digital experiences.

### **User Experience (UX) Optimization:**

Working to improve the website's design and navigation for a seamless user experience.

### **Content Management:**

Updating and maintaining website content, including text, images, videos, and other media. Troubleshoot technical issues, fixing bugs, and updating content to ensure the website is running smoothly and effectively. Collaborate with the creative team to create and implement visual assets including landing pages, website banners, images and any additional content-driven design elements.

Regularly update and refresh website visuals to maintain an engaging, brand-consistent user experience.

**Website and Webpage Creation**

Create new websites, web pages and forms within existing website structures (Wordpress).

**Search Engine Optimization (SEO):**

Implementing and optimizing SEO strategies to improve search engine rankings and website traffic, monitoring web traffic and performance metrics.

**Website Analytics and Reporting:**

Monitor website traffic, user behavior and performance metrics to identify trends and opportunities for enhancement; proactively recommend and implement strategies for continuous improvement.

**Collaboration:**

Partner with various cross-functional teams, across UCA and its entities, to align technical development with company goals.

Facilitate clear communication and coordination to ensure seamless project execution, timely delivery and cohesive brand identity.

**Staying Up-to-Date:**

Keep up with the latest advancements in web design trends, technologies and best practices and implement relevant innovations to enhance user experience and functionality.

**Qualifications:**

- Associate's degree: Computer science or related field
- 3+ years of experience in web development with proven experience successfully managing and updating websites. Experience with managing interconnected websites and entities is preferred.
- Strong working knowledge and experience with Content Management Systems, specifically WordPress
- Demonstrated experience with web design and UX
- Knowledge of Cobalt backend management systems and programming
- Experience integrating and connecting CRMs and databases across multiple platforms such as WordPress, Linux, Cobalt, MySQL
- Working knowledge of web analytics tools and Google Analytics
- Proven experience using Microsoft 365 tools including Teams, Outlook, SharePoint and related tools.
- Experience with major database management systems (e.g., MySQL, SQL Server and Linux platforms).
- Demonstrated understanding of MySQL, PHP, CSS and HTML
- Understanding of network concepts and best practices, operating systems (Windows, Mac) and common software applications.
- Excellent analytical skills to diagnose technical issues and identify effective solutions.
- Ability to clearly explain technical concepts to non-technical users, both verbally and in writing.
- Strong focus on providing excellent customer support and maintaining positive user relationships.

**Base Compensation:**

\$60,000/Year (commensurate with experience)

Job descriptions represent a general outline of job duties, functions, and qualifications. They are not intended to be comprehensive in nature. In addition, jobs evolve over time and therefore their description may not reflect the precise nature of the position at a given point in time.

It is UCA's policy to base hiring decisions on the individual's ability to perform essential job functions. Persons with disabilities are eligible for this position provided they can perform those functions with reasonable accommodation.