

JOB DESCRIPTION

POSITION: Web Master
NAME(S):
DEPARTMENT: Information Technology
REPORTING TO: IT Manager

POSITION OVERVIEW:

The web master will be responsible the conveying of all information on Intrepid to key web stakeholders (that are: travellers, travel agents and offshore staff.) The position will require close liaison with the IT Manager especially in the hardware and Internet connectivity areas.

All outcomes are measured by Key Performance Indicators (KPIs) determined each year.

POSITION OBJECTIVES

Key Results Area	Measure
Manage, coordinate and produce all of Intrepid's web sites.	Completion on time to standards required
Create a more productive company through implementation of web based data collection systems.	Completion of agreed systems on time
Manage successful on-line booking and information systems for internal and external clients.	Client feedback

IT AREA RESPONSIBILITIES

The role of the Web Master is an IT based position that will also work closely with the Web Marketing Manager (Marketing Department) in a support and 'buddy' capacity. The position is accountable directly to the IT Manager and will assist this position when required.

RESPONSIBILITIES

GOAL

On-going management of all of Intrepid web sites	
Coordination of annual re-release of Intrepid web site in conjunction with brochure release	
Maintain web based layouts for attaining and up dating information on trips and product ranges for Intrepid and IW partners.	
Manage information on all trips and product ranges (Intrepid or otherwise) for all stakeholders to use - preferably delivered through databases so that content can be delegated to relevant internal department.	
Ensure that company knowledge is stored centrally in databases with access via web browser externally or FMP interface internally.	
In conjunction with the IT Manager, manage band-with, hardware and other issues to ensure fast delivery of content	
Manage the implementation of on-line booking systems- consumer, agent, GSA and internal versions.	
Implement web based data collection systems (data collection from consumers): primarily in marketing and operations	
Coordinate or perform internal training on usage of web based or FMP based interfaces to access/update internal data.	

OTHER REQUIREMENTS

To attend marketing meetings and IT meetings as scheduled or required.
 To attend annual Product Weekend off company premises

QUALIFICATIONS AND EXPERIENCE

Web page design experience is essential

HTML editing experience - both text editors and GUI packages

Database management (FMP & Lasso)

UNIX web servers (Apache) an advantage

Design experience- use of PhotoShop/ImageReady, web optimisation of graphics an advantage

Some experience in training an advantage

Knowledge of Intrepid products

OTHER SKILLS AND ATTRIBUTES

Innovative, artistic and creative

Ability to manage budgets

Ability to work under pressure while maintaining accuracy

Outstanding organisational skills and attention to detail

High standards of customer service