Birkdale and Ainsdale U3A

Role Description – Webmaster

The Role

To maintain a secure, effective and welcoming website that supports Birkdale and Ainsdale U3A, and is consistent with official U3A branding guidelines, while enabling Editors and Group Leaders to manage their own information efficiently.

The Webmaster is responsible for the website's technical health and overall presentation; Group Leaders & Editors are responsible for keeping their own group information and events up to date. and remain responsible for the accuracy and currency.

Main Responsibilities

1. Website Maintenance and Technical Management

- Maintain the website structure, navigation, layout and general functionality.
- Check links, pages, forms and downloads regularly, correcting broken links and investigating technical problems.
- Manage website settings, plugins, extensions and themes.
- Ensure the website works correctly on computers, tablets and mobile devices.
- Address contact from the SiteWorks team as necessary.

2. User Accounts and Access

- Add, edit and remove user accounts. Colleagues ranging from co-administrators to Group leaders. Allocate appropriate access permissions and assist with login or access problems.
- Amend or remove access when responsibilities change.
- Ensure at least one other authorised committee member knows how administrative access can be recovered if the Webmaster is unavailable.

3. U3A Branding and Presentation

- Ensure the website follows current U3A branding guidelines and uses authorised logos and resources.
- Maintain a consistent presentation of colours, fonts, headings and page layouts.
- Implement significant changes to branding or public presentation only with committee agreement.

4. User Support and Training

- Provide training to group facilitators and committee members on how to edit their relevant sections of the website.
- Offer ongoing support and maintain controlled access to designated pages.

Group Leaders are responsible for keeping their own group profiles, meeting details, events, venues and activities accurate and up to date. The Webmaster maintains the website systems and provides technical support but is not responsible for routinely checking or updating individual group content.

5. Security and Data Protection

- Follow relevant U3A guidance and recommendations on security and privacy.
- Keep administrative access restricted to authorised users.
- Handle account details and personal information securely.
- Investigate or report suspected security issues promptly and seek technical assistance where necessary.

6. Committee Liaison

- Advise the committee of significant website analytics, problems, proposed improvements and technical requirements.
- Obtain committee approval before committing to new expenditure, paid plugins, hosting costs or other services.
- Keep essential technical information and procedures documented to support future handover.

Skills and Qualities

- Good general computer skills and a willingness to learn.
- An organised, methodical approach and attention to detail.
- Confidence in using online systems and resolving routine technical problems.
- Good communication skills and a willingness to support other volunteers.

Time Commitment

- The Webmaster should aim to carry out a monthly check of important links, user accounts, available updates, website functionality and backup arrangements. Urgent security updates or significant faults should be addressed sooner where appropriate.
- The role is flexible regular checks and occasional maintenance will be required, with additional time needed for updates or technical issues.

For Help & Support - siteworks.u3a.org.uk