

**OPEN AIR CAMPAIGNERS, U.S., Inc**

# ***WEBMASTER***

## ***Job***

## ***Guidelines***



Open Air Campaigners  
PO Box D  
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# **OPEN AIR CAMPAIGNERS, U.S., INC.**

## **JOB GUIDELINES**

### **WEBMASTER**

#### **PURPOSE**

The purpose of the OAC Webmaster in Open Air Campaigners is to serve as OAC/USA's official website and social media coordinator.

#### **OBJECTIVES**

The purpose is fulfilled through the following objectives:

- \* Create, maintain, optimize, and troubleshoot the OAC/USA national website;
- \* Provide assistance and consultation as requested from those who create and maintain other OAC Branch and individual staff websites;
- \* Provide oversight to assure all national and local OAC websites and social media outlets conform to the guidelines and policies of the same as established by this mission;
- \* Maintain current national website and related social media outlets;
- \* Plan for future changes to the national website and related ministries of social media communication;
- \* Keep the creation, maintenance and optimization costs related to this phase of ministry within the written operational budget provided by the OAC national office.

#### **ACCOUNTABILITY**

The OAC Webmaster is accountable to the Central Services Director.

## **QUALIFICATIONS**

- \* Personally accepted Jesus Christ as Lord and Savior;
- \* Be a spiritually mature person, evidencing consistent fruits of the Holy Spirit resulting in a life truly surrendered to God and controlled by the Holy Spirit;
- \* Possess a genuine burden for the lost and a burning desire to see the Gospel clearly proclaimed, particularly through effective open-air evangelism;
- \* Demonstrate experience and zeal in Christian service and be assured of a call into missionary service;
- \* Exhibit a restful trust in God for the supply of all spiritual, emotional, physical and financial needs;
- \* Have a background of experience and training which has equipped them for specific ministry with OAC as deemed necessary by the mission;
- \* Be a member, in good standing, of a Bible-believing church;
- \* Have documented proof of ordination, commissioning, licensing or other form of official acknowledgment from their local church indicating approval of this individual to missionary service;
- \* Display soundness of faith and doctrine and have accurate knowledge of the fundamental truths of the Scriptures;
- \* Be able to communicate clearly;
- \* Manifest a love for God as demonstrated by communion with God and the study of His Word;
- \* Be able to work harmoniously with others;
- \* Display a cheerful willingness of prompt obedience to those God has placed in authority over them;
- \* Manifest a team spirit and willingness to serve both as a team leader as well as team member;
- \* Willing to abide by the Articles of Incorporation, Bylaws and Policy Manual of Open Air Campaigners and subscribe in writing to our doctrinal statement of faith.

## **WEEKLY TIME COMMITMENT**

If the OAC Webmaster is appointed from within the mission, it will be necessary that he/she balance their OAC Webmaster time commitment with other phases of ongoing ministry. A specific understanding in writing regarding this time commitment shall be produced in reference to the number of hours per week expected to be spent on OAC Webmaster tasks. This written understanding should be produced as a result of input from the appointed OAC Webmaster, Central Services Director and other OAC leadership as deemed necessary by the Management Team.

## **FUNCTION**

### **How appointed**

Appointment to the OAC Webmaster position is made by the Management Team.

### **Length of appointment**

The length of appointment is for an indefinite period of time unless otherwise stipulated at the time of appointment. Should separation be desired by either the mission or the Webmaster, a minimum of three months notice shall be given unless there is just cause for an earlier separation.

### **Conduct**

The OAC Webmaster conduct shall at all times be carried out in a manner bespeaking a servant of the Lord and Christian gentleman/lady, keeping in mind that his/her testimony reflects upon the Lord, the mission, and them personally.

### **Authority**

The OAC Webmaster has authority to carry out specific ministry duties as outlined in this job description document as well as special projects assigned by the Central Services Director. This authority includes approving content and length of posting for national website pages and related social media releases. In those rare situations where there may be a difference of opinion as to procedure, content, length of posting or other operating decisions related to the website or OAC social media, the Central Services Director is responsible for making the final decision. However, overturning of such decisions is possible through Management Team or Board action.

## **RESPONSIBILITIES**

### **REGARDING THE OAC/USA WEBSITE**

- \* Debug issues that arise with the performance of the website;
- \* Collaborate with the Central Services Director to determine needs, enhance content, and define the organizational structure for the site;
- \* Interface with site host company to address and maintain performance issues;
- \* Review statistics, examine and analyze site traffic, monitor analytics and report this information in written summary fashion to the Central Services Department on a monthly basis;
- \* Troubleshoot the site. This involves areas including content, links, order flows, registration flows and transaction logs. If problems arise with these areas of the site, the OAC Webmaster will be responsible to make sure corrections are taken care of directly or delegate the task as appropriate;
- \* Maintain responsive design which includes staying up-to-date on the web's latest technologies and make sure the site and its products are always mobile-friendly and multi-platform ready;
- \* Ensure the web servers, hardware and software are operating accurately;
- \* Design and apply website changes and updates as needed in consultation with the Central Services Director;
- \* Utilize scripting languages such as Javascript;
- \* Configure web servers as needed;
- \* Regulate and manage access rights of different users on the website;
- \* Serve as the primary person to whom staff and others contact when questions arise regarding the OAC website;
- \* Test websites to see if there are any parts that are difficult to use;
- \* Be in regular contact with the Central Services Director to develop the OAC site design;
- \* Fix links that don't work and pictures that aren't appearing properly;
- \* Decide how site's content will be delivered to the Internet;
- \* Keep files small so sites load faster;
- \* Test different browsers and ensure people with different computers can access a website;

## **REGARDING FACEBOOK / TWITTER / YOU TUBE AND SIMILAR SOCIAL MEDIA**

- \* Work with the Central Services office to curate relevant content;
- \* Assist in writing editorial content and related material regarding open-air ministry;
- \* Monitor, listen and respond to users in a "social" way while cultivating ministry networking opportunities;
- \* Develop and expand community and/or blogger outreach efforts;
- \* Serve as the primary person to whom staff and others contact when questions arise regarding OAC social media;
- \* Oversee design (ie: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, and blog);
- \* Design, create and manage promotions and Facebook ad campaigns;
- \* Become an advocate for OAC in Social Media spaces, engaging in dialogues and answering questions or referring individuals to the appropriate OAC contact person for answers where appropriate.

## **RELATIONSHIPS AND COMMUNICATION**

- \* Open communication and healthy ministry relationships are essential ingredients to a God-honoring operation. The following are some primary and secondary relationships we need to maintain carefully:

### **Primary**

- \* Board of Directors
- \* Management Team
- \* Branch Director
- \* Local branch staff
- \* Local branch volunteers
- \* Branch committee members
- \* Local church leaders
- \* Prayer and financial supporters

### **Secondary**

- \* General Christian public
- \* Other mission agencies and mission personnel
- \* Christian colleges and school

## **STANDARD OF PERFORMANCE**

The OAC Webmaster is to receive an evaluation by the Central Services Director on an annual basis. The information from such evaluations will be shared with the OAC Webmaster and also made available to the Management Team and Board of Directors as needed.