



Volunteer Role Profile: Web Manager

Sussex Ornithological Society (SOS)

www.sos.org.uk

Overview

The Sussex Ornithological Society (SOS) is seeking a proactive and capable **Volunteer Web Manager** to oversee the maintenance, accuracy, and usability of the Society's website, www.sos.org.uk. The site is built on **WordPress** and serves as the Society's primary public-facing platform, providing regularly updated information on bird sightings, conservation news, events, volunteering opportunities, membership, grants, and the work of SOS committees.

This role is ideal for someone with experience in WordPress or similar content management systems, who enjoys improving digital content, collaborating with volunteers, and ensuring that online information remains accurate, accessible, and engaging.

Purpose of the Role

The Web Manager ensures that the SOS website remains reliable, up to date, and easy to navigate. They will monitor site performance, identify issues such as broken links or outdated content, and work with SOS volunteers to refresh or amend information. The role also involves liaising with SOS's external website service provider when technical support or development work is required.

Key Responsibilities

- Encouraging key SOS stakeholders to provide **regular fresh content** for the website.
- **Website Maintenance & Quality Control** Identify and resolve issues such as broken links, formatting errors, outdated pages, or missing information.
- Maintain a clear overview of the site's structure, ensuring consistency across pages and sections.
- Liaise with SOS's external website service provider for technical fixes, updates, or enhancements.

Content Management & Coordination

- Review content across the site to identify areas that require updating, rewriting, or removal.
- Proactively approach SOS volunteers, committee members, and content owners to request fresh material or clarifications.
- Support teams responsible for specific areas of the site, including:
 - **Recent sightings** (submitted by the public and reviewed by expert volunteers before publication)
 - **SOS news**

- **Volunteering opportunities**
- **Events listings**
- **Policies and governance information**
- **Committee pages and contact details**
- **SOS Grants and Young Birders Scheme**
- Assist the Membership team with occasional updates to **MemberPress**, the WordPress bolt-on used for managing subscriptions and membership sign-ups.

Collaboration & Committee Work

- Serve as a member of the **Membership and Publicity Committee**, attending approximately **five two-hour meetings per year**, usually via video conference.
- Participate in the **Communications Committee**, contributing to discussions on digital engagement, messaging, and public outreach.
- Work closely with the Newsletter Editor, Social Media Team, and other volunteers to ensure consistency of tone, accuracy of information, and alignment across SOS communication channels.

Knowledge and Skills Required

Essential

- Experience using **WordPress** or a comparable content management system.
- Confidence in reviewing, editing, and improving website content. Please note that in order to deliver this, there is NOT a need for the individual to have expertise in birds, there are plenty of helpful volunteers within SOS who can fact check any proposed copy.
- A proactive approach to identifying content opportunities, issues and suggesting improvements.
- Strong communication skills and the ability to work collaboratively with volunteers across different teams.
- Ability to train volunteers, some with limited technical confidence to confidently upload their own content onto the website.
- Good organisational skills and attention to detail.

Desirable

- Familiarity with website analytics, SEO basics, or accessibility standards.
- Experience working with external web service providers.
- Interest in birds, wildlife, or conservation—helpful but not essential.

Time Commitment

- Flexible, ongoing commitment to monitoring and updating the website.

- Attendance at **five Membership and Publicity Committee meetings** and **Communications Committee meetings** each year (typically online).
- Additional time as needed for content updates, coordination with volunteers, and communication with the website service provider.
- It is estimated that a commitment of 60-90 minutes per week would be required to fulfil this role.

What the Role Offers

- A chance to play a central part in SOS's digital presence and public engagement.
- Opportunities to develop or enhance website management and digital communication skills.
- Collaboration with a friendly, knowledgeable community of volunteers dedicated to bird recording and conservation in the county and engaging people with wildlife locally through outings and other gatherings.
- The satisfaction of helping ensure that SOS's online information remains accurate, accessible, and inspiring.

Any questions?

For more information about this role, please contact Jonathan Cook, Chair, Membership and Publicity Committee, Sussex Ornithological Society on 07854 060720 or email jonathancook44@hotmail.com

How will we recruit for this role?

SOS prides itself on having a high quality volunteer workforce and achieving that starts with recruiting the right individuals for each role.

We will promote this opportunity widely to its members and the general public through SOS's own channels and externally through various online volunteering platforms that focus on Sussex and specialist technical volunteering.

SOS will ask any respondee to complete a short online application form and supply a CV.

The most appropriate applicants, decided from the information provided, will be invited to a panel interview. All interviewees will be asked the same questions, the answers will be independently scored by the panel members. The final decision on appointment will be made by comparing those scores and panel discussion.