



**CARIBBEAN EXAMINATIONS COUNCIL
HEADQUARTERS
JOB DESCRIPTION**

Job Identification	
Job Title	Assistant Registrar – Webmaster
Division	Office of the Registrar
Location	Eastern Zone Office/Headquarters, Barbados
Reports to	Registrar
Issue Date	
Date Revised	September 2014
Job Summary	
Responsible for the daily management of the Council’s Websites and Intranets, including implementation and management of web pages and it functionality to drive visitation and increase sales, while utilizing best practices to ensure security, integrity and good customer experience.	
Key Duties and Responsibilities	
<ol style="list-style-type: none">1. Update and maintain the organization’s Websites and Intranet including Social Networking and New Media.2. Monitor the Council’s web services and ensure acceptable performance and customer experience is maintained at all times.3. Ensure compliance with applicable legal requirements and policies on website usage, security and standards.4. Implement search engine optimisation strategies.5. Circulate efficient and accurate reporting, detailing results of each web marketing campaign.6. Support and implement any new revenue generating online marketing opportunities identified7. Protect the internet hardware and software from security breaches and unethical electronic attacks.8. Protect confidentiality and data integrity of Internet/Intranet clients9. Develop, maintain, and monitor Webservers broadcasting on Internet domain	

Key Duties and Responsibilities Continued

- 10. Responsible for looking for new ways to serve our Internet Members and for ways to use the Intranet more effectively in order to increase our internal efficiency of servicing the member
- 11. Any other duties as may be assigned by any duly authorized person from time to time

Required Activities

- 1. Update and maintain the organization’s Websites and Intranets including Social Networking and New Media**
 - 1.1. Develop, maintain, and provide support on Intranet site and Internet
 - 1.2. Manage Content and Coordinate updates from content Specialists
 - 1.3. Provides support to all levels of users and site visitors and encourages timeliness and accuracy of web page information and resolution of problems. Assists with the design of other electronic media such as emails, newsletters, surveys, polls, podcasts and e-cards as required.
 - 1.4. Provide excellent customer service to all levels of users.
 - 1.5. Encourage timeliness and accuracy of web page information and resolution of problems.
 - 1.6. Work with network personnel on issues of hardware/software that affect the web site.
 - 1.7. Work closely with the divisions and units responsible for marketing and public information to maintain the Council’s corporate image.
- 2. Monitor with the intention of improving the Council’s web server and technical performance of all sites.**
 - 2.1. Utilize technology to provide staff and website users with a fast, accurate, and secure method of gaining access to information
- 3. Ensure compliance with applicable legal requirements and policies on web site usage, security and standards**
 - 3.1. Ensure that all Internet Standards are met and that the Council does not intentionally violate any standards that would place our domain in jeopardy
 - 3.2. Maintain and administer all legal Internet domains owned by the Council.
 - 3.3. Monitor software licenses to ensure compliance

Required Activities Continued

4. Implement search engine optimization strategies.

5. Circulate efficient and accurate reporting, detailing results of each web marketing campaign and possible improvement.

- 5.1. Promote website online to increase prominence within the global community where possible
- 5.2. Maintain and Negotiate partnerships with other Web portals
- 5.3. Maintain or create social networking presence of CXC utilizing all appropriate media
- 5.4. Track, analyse and report on website traffic and performance

6. Support and implement any new revenue generating online marketing opportunities identified

- 6.1. Conduct market research and develop web-site strategies and plan to promote the Council worldwide
- 6.2. Develop online marketing strategies that aligns with the organizations strategic objectives

7. Protect the internet hardware and software from security breeches and unethical electronic attacks.

8. Protect confidentiality and data integrity of Internet/Intranet clients

9. Develop, maintain, and monitor Webservers broadcasting on Internet domain.

10. Responsible for looking for new ways to serve our Internet Users and for ways to use the Intranet more effectively in order to increase our internal efficiency of serving the users

11. Any other duties as may be assigned by any duly authorized person from time to time

Organisational Relationships

1. Interacts frequently with the Registrar, BDO, PRO, IT Staff at HQ & WZO
2. Liaises with all members of staff at Headquarters, Western Zone Office

External Contacts

1. Web Design Firm
2. Stakeholders
3. Hosting contractors
4. Internet service providers

Qualifications And Experience

1. First degree in Computer science or related field from a recognized university
2. Post-graduate degree in Information Technology, Marketing, Management or related field
3. Three to five years Website Management and Online Marketing experience.
4. Extensive experience in Internet infrastructure
5. Strong web development skills
6. Knowledge of Search Engine Optimisation (SEO) techniques.
7. Excellent communication and interpersonal skills and attention to detail.
8. Management skills
9. Experience in running and evaluating online marketing campaigns would be an asset
10. The following qualifications would be an asset: CISSP, Security +, Certified Internet Webmaster.