

Website Content Associate

Team	Communications & Marketing
Position summary	<p>The Website Content Associate supports the ongoing updates and content maintenance of the professional association's website. This role helps ensure the website remains an engaging, accessible, and up-to-date platform that reflects the association's mission, promotes membership growth, and communicates effectively with stakeholders. Working closely with the Communications & Marketing team, the Website Content Associate will assist in uploading content, formatting pages, and maintaining consistency with brand and accessibility standards, contributing to the overall quality and usability of the site.</p>
Key responsibilities	<p>Key Responsibilities</p> <ul style="list-style-type: none">• Serve on the Communications & Marketing Team and report to the Communications & Marketing Manager.• Participate in Communications & Marketing team meetings and collaborate via the Microsoft Teams workspace to plan and coordinate website updates and content uploads. <p>Website Management & Content Oversight</p> <ul style="list-style-type: none">• Support the ongoing maintenance and updates of the association's website using SubHub• Upload and format new content, including blog posts, event pages, and static website sections using a visual editor.• Insert images, links, and files while ensuring layout consistency and alignment with existing design blocks.• Ensure content is accurate, up-to-date, and aligned with the organization's messaging and style.• Coordinate with internal teams to ensure web content reflects current initiatives, updates, and member-facing resources <p>Technical Maintenance</p> <ul style="list-style-type: none">• Perform light technical editing, including occasional adjustments to basic HTML if needed.• Flag and communicate any technical or formatting issues to developers or platform support teams.• Ensure content layouts function properly across desktop and mobile devices. <p>Brand & Design Consistency</p> <ul style="list-style-type: none">• Implement provided content within established content blocks to ensure cohesive page layouts.

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- Maintain brand consistency by following established design templates, brand guidelines, and accessibility standards.
 - Help ensure all uploaded materials—text, images, and layouts—are visually aligned and accessible.

Project Coordination

- Collaborate with the Communications & Marketing Manager to prioritize upcoming content needs.
- Assist in scheduling and tracking content updates as part of larger communication and outreach initiatives.
- Help test and review new or updated pages before publishing.

Compliance & Accessibility

- Apply general web accessibility principles (e.g., using alt text, appropriate heading structure) in all content uploads.
- Ensure pages are cleanly formatted and readable, supporting an inclusive and user-friendly experience.
- Maintain awareness of basic privacy practices in web publishing, such as avoiding exposure of private data or outdated content.

Qualifications

- Basic experience with website platforms such as WordPress, Squarespace, or Wix
- Familiarity with using visual editors and content blocks to format web pages
- Ability to upload and format images, links, and text consistently and accurately
- Basic understanding of HTML (helpful but not required)
- Strong attention to detail and commitment to brand consistency
- Awareness of basic web accessibility practices (e.g., alt text, heading structure)
- Good communication skills and ability to follow provided guidelines and instructions
- Reliable, self-motivated, and comfortable working independently with occasional check-ins
- Interest in supporting the mission and goals of the association
- Passionate about providing effective, meaningful, and satisfying solutions for presentation enthusiasts that will support them in their career and business journey.

Time commitment

- Attend monthly team meetings, plus recurring check-ins, cross-team, workgroup, and committee meetings as needed. A minimum of 75% attendance is required.
 - Work an average of 3-5 hours per week on organizational activities.
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