

BRANCH WEBMASTER

Purpose of the role:

To develop and manage the Branch website so that it is an effective campaigning tool and a useful source on information on CAMRA.

Key Activities

- To manage the information content (words and pictures) and organisation of the Branch web site.
- To ensure that a house style is maintained throughout the website and reflects CAMRA's corporate design guidelines.
- To manage the website host. Some CAMRA websites are hosted centrally so this is not always applicable.
- To deal with any technical issues with the website.
- To liaise with Branch Committee members (particularly the Social Secretary and Publicity Officer) to ensure that the information on the website is up to date.

Code of conduct

- To refrain from putting forward any personal points of view to the media that is against CAMRA's policy or might bring the Campaign into disrepute.

Time Commitment

- This role can take up as much time as you are prepared to give. Circa one hour a week is probably a minimum except at key times, which could be the local beer festival or local campaign for example, when a higher level of commitment might be required.
- Attendance at local Branch meetings is useful.

Skills etc needed

- Good writing skills
- Access to a computer and the internet
- Computer literacy is an advantage but website literacy is not always essential depending on the local website.
- Ability to act as a spokesperson is usually useful but not always essential.

Support

- Support is available from CAMRA's central webmaster: webmaster@camra.org.uk
- Advice and guidance on CAMRA policy is available from Branch committee members and where, appropriate, people who have previously held the post.
- The Campaigner will run articles on best practice, hints and tips from other branches from time to time. If you can sign up by emailing: membership@camra.org.uk, including your membership number and email address
- The CAMRA website is also a useful source of information: <http://www.camra.org.uk/webmasters>.