

AMERICAN INTERNATIONAL SCHOOL OF GUANGZHOU

JOB DESCRIPTION

JOB TITLE:	Webmaster
SCHOOL / DEPT:	Communications Office
LOCATION:	ErSha Campus and Science Park Campus
REPORT TO:	Director of Communications and Marketing
WORKING HOURS:	Monday – Friday 8:00 a.m. – 5:00 p.m. (also able to work irregular hours and on weekends, when required)

The American International School of Guangzhou seeks a strategic thinker who has excellent technical website skills and a full understanding of online and inbound marketing to expertly support the marketing department in managing the school's web presence.

The Webmaster will be responsible for ensuring the website is functional, user-friendly, visually pleasing, and up-to-date. In addition, the candidate will be able to work well in a team and closely collaborate with the IT department. The exceptional candidate will follow best practices in web design on how best to tell the story of the school, engage its audience and take them on their journey on the website.

KEY RESPONSIBILITIES:

- Determining client website needs and requirements.
- Building and testing aesthetic, functional and a user-friendly website.
- Coordinating with the marketing department, IT department and content providers.
- Implementing and ensuring website security and data protection.
- Monitoring and analyzing site performance and optimization.
- Updating website content and reviewing SEO.
- Addressing and responding to user comments and complaints.
- Training and teaching end users, especially content owners on how to use certain tools embedded in the software platform.
- Optimizing photography, graphics and other artifacts for a web environment
- Researching and consulting the marketing department on design and solution improvements to enhance the functionality of the website.
- Escalate and manage issues directly with the website software provider.
- Perform other duties as assigned by the Director of Communications and Marketing

REQUIREMENTS:

- Degree in computer science or a related field preferred.

Ersha Island Campus (Preschool-Grade 5)

3 Yan Yu Street South, Ersha Island, Yuexiu District, Guangzhou, China, 510105
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Science Park Campus (Grade 6-12)

19 Kexiang Road, Science Park, Luogang District, Guangzhou, China, 510663
广州市萝岗区科学城科翔路19号
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- Experience using programming languages, HTML, CSS, and operating systems
- Experienced using website management tools.
- Knowledge of online and inbound marketing.
- Experienced using Photoshop or other graphic editing software.
- Experienced using Google Analytics and SEO tools.
- Knowledge of IT security.
- Experience using Finalsite software and Linux servers are highly regarded
- Candidates who hold a foreign passport must have at least 3 years of full-time related experience.

SKILLS:

- English language skills, both written and spoken.
- Works collaboratively
- Able to work autonomously
- Team mindset
- Detail-oriented
- A creative thinker
- A problem solver
- A self-starter

Interested and qualified applicants are welcome and encouraged to apply on the AISG website: <https://www.aisgz.org/careers/current-opportunities>

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