

IMSC
POSITION DESCRIPTION

POSITION TITLE: Webmaster

DEPARTMENT: INDYCAR Marketing

REPORTS TO: Vice President of Marketing

POSITION LOCATION: INDYCAR Offices

FLSA STATUS: Exempt

SPECIFIC DUTIES:

The Webmaster for INDYCAR will be responsible for these duties:

Manage and administer content updates for INDYCAR.com, INDYCAR Nation, INDYCAR Media Site, Fantasy Racing, livestream.com and other online outlets

Work with Editorial Director ensure website updates are made in a timely and accurate manner

Oversee execution of e-mail marketing strategy for INDYCAR.

Monitor and implement Ad Manager fulfillment and configuration.

Administration of all web analytic tool reporting. Compilation of web metrics across INDYCAR websites, including social media measurements.

Design and create new web content utilizing CMS knowledge, Adobe Photoshop and Flash.

Manage projects to aggressive timelines.

Support content programming for website implementation including CMS web page creation, content management, quality assurance testing, and image selection and editing

Support the execution and content programming guidance for all website content programming activities including INDYCAR to ensure the collective presence of these entities in the web space work in concert.

Manage indycar.com development vendor relationship.

QUALIFICATIONS:

Bachelor's degree. New Media, Graphic Design, Computer Science

3-5 years experiences in Web production, management and digital content creation

Experience with web programming languages

Strong creative background in design and is able to communicate our messaging via aesthetically pleasing imagery and artwork.

Knowledge of e-mail service providers – familiarity of Exact Target is preferred.

Good working knowledge of HTML and CSS editing and design

Up-to-date with current website architecture best practices and design skills

Knowledge in Adobe products, especially Flash and Photoshop

Knowledge of Content Management Systems, WordPress and WYSIWYG.

Strong communication and project management skills

Ability to multi-task in a fast paced, ever changing environment

Ability to self-manage and execute projects with a small group of people

High integrity and confidentiality

Enthusiasm for and commitment to the corporation and the Vision, Mission and Values

Effective leader with strong people skills

Innovative thinker and self-starter with perseverance to lead teams to success

LEADERSHIP:

Participate in Interactive applications strategy and development to achieve individual company goals within INDYCAR. Create atmosphere that educates and encourages employees to represent a high level of customer service. Utilize digital tools to communicate with key INDYCAR stakeholders (Fans, Sponsors and staff members). Create an atmosphere that provides employee satisfaction and empowerment.

PHYSICAL DEMANDS:

Ability to think logically and perform technical duties in a potentially high-stress environment. Capacity to type and read a computer screen for hours at a time.

WORK ENVIRONMENT:

Minimal limits placed on creativity; the ability to communicate ideas effectively a must. The ability to work on several projects simultaneously and change directions 180 degrees on a moment's notice required. Travel and weekend work are involved.