



Web and Database Manager

In this role, as **Webmaster**, you will be supporting web activities for the Federal Laboratory Consortium (FLC) but employed by AUTM, a non-profit association in the academic technology transfer universe, which has the grant to manage the FLC. This is a remote position and is open to candidates in all geographic areas, but applicants based in the Washington, DC or Chicago areas are preferred to facilitate more frequent meetings with other staff.

As the **Webmaster**, you will oversee and maintain the FLC and AUTM websites (including daily updates to content), lead the build of new platforms and designs, run marketing automation campaigns to recruit and retain Association Members and build engagement, curate several databases, monitor analytics and provide staff training and platform troubleshooting, when necessary.

What you will do:

- Daily content updates, homepage changes and page builds on autm.net and federallabs.org (this requires proven writing and communication skills)
- Debug pages and fix broken links or images
- Update website content and review SEO
- Monitor and analyze site performance (e.g traffic, conversions)
- Address user complaints and be the first line of defense in troubleshooting issues before escalating to support vendors
- Provide lead support for FLC Business (Drupal) for both staff and volunteers and manage the migration of this platform from Drupal to Wellspring.
- Provide support to FLC for legacy platforms (Drupal, WordPress)
- Project manage AUTM's web refresh (audit, discovery and build)
- Lead AUTM web platform migration to Kentico Xperience V13
- Act as the staff lead for monthly FLC and AUTM website committees, to review quarterly analytics and recommend changes to improve and evolve the sites

- Oversee and run web-based marketing automation programs for FLC and AUTM
- Coordinate work from contractors to build new database systems
- Maintain data models, reporting systems, data automation systems, dashboards and performance metrics
- Manage database access and performance
- Handle ongoing SEO optimization and establish an SEO reporting structure
- Works with vendor for ongoing back-end maintenance and front-end optimizations for page speed
- Manage Google Analytics and Google Tag Manager implementations and integrating into Google Data Studio for visualization
- Seek to innovate web, providing suggestions, feedback, and thoughts on UX/UI using analytics and user behavioral tools
- Work collaboratively with other teams to understand future website needs as they relate to business KPIs
- Provide feedback and suggestions for creative assets for web UX/UI best practices
- Monitors website stability including uptime, page speed, links, images, and all other associated website UX is working as intended
- Post content to YouTube

You have:

- Strong project management skills
- Excellent time management skills and attention to detail
- Troubleshooting and analytical abilities
- Outstanding organizational skills
- Ability to work within teams as well as independently
- Experience working with databases and dashboards
- Ability to effectively manage vendors to keep projects and tasks on time and within budget

Your qualifications:

- A four-year degree in a computer-science related discipline or communications/marketing with the relevant experience or certification
- Strong knowledge of content management systems
- **Prior experience with Kentico, Drupal, Informz, Real Magnet, Impexium, iMIS, WordPress and Asana is strongly preferred**
- Strong knowledge of web analytics and SEO
- Familiarity with web standards
- Working knowledge of website management tools
- Experience in database administration and data manipulation

Travel: 5%

Salary range: \$70,000 - \$90,000

FLC (www.federallabs.org) and AUTM (www.autm.net) are committed to fostering diversity and inclusion within its staff and membership. Diversity encompasses, but is not limited to: race, ethnicity, religion, national origin, ancestry, sex, gender identity, age, physical or medical condition, military and veteran status, socioeconomic status, marital and familial status, and sexual orientation.

To apply: Send cover letter and resume to: colivieri@federallabs.org