

**Job Title:** Website Manager

**Employer:** ArtsWestchester

**Director Report:** Director of Marketing & Communications

**Department:** Communications & Marketing

**Schedule:** Full time, hybrid with at least three days a week in office, plus special events after hours or on weekends as required

**Salary:** \$55,000 - \$60,000\*

**Benefits include:** Health Insurance (Employer pays portion of health premium); Vision/Dental options; 401k with Employer match; Life Insurance; Paid Family Leave; Paid Time Off; Parking

ArtsWestchester seeks a creative web-designer and content manager to ensure the programs and services of ArtsWestchester and a robust calendar of events from the cultural community in Westchester County (NY) are well represented to the public with a modern design and easy-to-use interface for an enhanced user experience. The Website Manager is a strategic partner to the Director of Marketing and will help develop a plan to increase overall annual web traffic, improve web site functionality, design and monetization. This position will also work across departments to ensure timely content and consistent branding. ArtsWestchester's website (artsw.org) serves as a community resource for area residents, visitors and the cultural community featuring a cultural calendar, *ArtsNews* site and details about ArtsWestchester's programs and services. More than 100 Affiliate members have the ability to post events to the comprehensive event calendar.

Responsibilities include:

- Use WordPress to oversee the development, execution, and maintenance of the organization's website.
- Develop a long-term plan for website improvements.
- Manage content updates, including text, images, and multimedia, to ensure accuracy, relevance and clean design to appeal to consumers looking for arts information and events.
- Collaborate with departments to ensure content is kept current and aligns with organization goals and initiatives.
- Implement SEO best practices to optimize website content for search engines and google rankings; monitor performance metrics to create and inform content strategies.
- Utilize Google Analytics and other tools to track website performance and user engagement, making data-driven decisions to enhance content strategy and boost web traffic.
- Manage web developer and other related vendor relationships.
- Provide technical support to website users including arts groups, artists, AW staff.
- Troubleshoot and resolve website-related issues.
- Maintain database management and website integration to optimize consumer relations and development goals.
- Support ArtsWestchester's use of all web-based platforms.

Required Skills and Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field
- Minimum 3 years of web design and content management experience
- Experience with nonprofit operations and fundraising practices a plus
- Working knowledge of WordPress and Kadence Theme Block Editor
- Proven experience in website content management and digital marketing
- Understanding of SEO principles, best practices and web analytics tools
- Proficiency in website maintenance and content management systems
- Experience with CiviCRM or similar CRM systems
- Understanding of database management and data integrity best practices

- Excellent communication and collaboration skills to work effectively across teams
- Ability to multitask, prioritize, and manage time efficiently in a fast-paced environment; strong problem-solving and troubleshooting abilities
- Familiarity with HTML, CSS, JavaScript, and other web development tools
- Working knowledge of Adobe Creative Suite a plus
- Mailchimp, Blackbaud Raisers' Edge NXT, Google Analytics, Google Ads, Eventbrite, GiveButter a plus, including knowledge of AI technology integration for web and marketing services

*ArtsWestchester is dedicated to creating an equitable, vibrant, and sustainable Westchester County where the arts are integrated into every aspect of life. The organization amplifies diverse voices, fosters personal growth, and serves as a catalyst for systemic change and community empowerment.*

*ArtsWestchester is committed to advancing social justice through proactive and responsive policies and practices. The organization supports the arts in Westchester through leadership, funding, programming, education, advocacy, audience cultivation, and professional development, ensuring accessibility and diversity for all residents and visitors.*

\*The advertised pay scale reflects the good faith minimum and maximum salary range for this role. The advertised pay scale is not a promise of a particular wage for any specific employee. The specific compensation offered to a candidate may be dependent on a variety of factors including, but not limited to, the candidate's experience, education, special licensing or qualifications, and other factors.

Research shows that women and people from underrepresented groups often apply to jobs only if they meet 100% of the qualifications. We recognize that it is highly unlikely that someone meets 100% of the qualifications for a role. If much of this job description describes you, then please apply for this role.

**To apply:** Please send cover letter and resume to [resume@artswestchester.org](mailto:resume@artswestchester.org) with the **subject line "Website Manager"**