

Team _____

Approved By _____ Date _____

Job Standards

1. **Primary Objectives** – *What are the major objectives or outcomes to be accomplished by the person in this job?*
 - Creating and maintaining team websites
 - Handling online marketing of team websites
 - Setting up new computers
 - Handling issues with technology
2. **Regular Work Activities** – *What are the most frequent and most essential work activities in this job?*
 - Creating new webpages for current sites and creating new sites
 - Creating new content and updating old content on websites
 - Monitoring search engine placement
 - Tracking effectiveness of online marketing and website lead capturing
 - Trading links with appropriate sites
 - Setting up new team members in computer systems
 - Introducing new team members to technology systems, email usage and setup, Internet lead generation and conversion
 - Basic hardware installation
 - Creating graphics for marketing
3. **Management Responsibilities** – *How many people and which roles will be directly managed by this person?*
 - None
4. **Key Skills** – *What behavioral traits, attitudes, and skills are required?*
 - People oriented
 - Technically knowledgeable
 - Detail oriented and thorough
 - High integrity
 - Creativity
5. **People Contacts and Interactions** – *What are the primary people contacts in this job (who, why, and how often)?*
 - Sales Associates – daily
 - Administrative Assistants – daily
 - Mega Team Leader – daily
 - Market Center Leadership – weekly
6. **Compensation** – *Fill in as appropriate for your team and organizational structure. Components to consider include: base salary, health insurance, performance-based bonuses, Profit Share, and other employee benefits.*

Job Requirements

- Experience, Training, and Education** – *What prior work and life experience will help the person in this role succeed? (Education, industry-specific, sales, administrative, management, customer-service)*
- Web design skills and experience
 - Online marketing experience
 - Computer networking and maintenance skills and experience
 - Technical college, community college, or trade school (ITT, etc.) graduate

Behavioral Requirements

1. Webmaster—JAR = 1379 “Detailed & Accurate”

Most dominant traits are cautious, process-oriented approach and need for structure and conformity.

Low V1 Takes a process-oriented approach to risks and unfamiliar situations; prefers cautious, deliberate decision-making; avoids management assignments

Low V2 Prefers private, controlled work environment; introverted and analytical

High V3 Methodical and predictable;

seen as patient and accommodating; demonstrates calm and maintains performance under pressure and duress; often petitions for longer timelines to provide higher quality

High V4 Relies on facts, policies, procedures, and directions from others; enjoys work with structure and routine; perfectionist

Behavioral Tendencies		Low	1	2	3	4	5	6	7	8	9	High
Aggressiveness	V1	●										
Sociability	V2				●							
Calmness	V3									●		
Conformity	V4											●

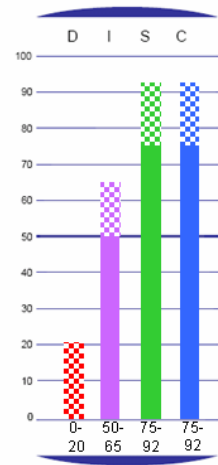
2. Preferred DISC = CS or CSI

Low D Careful, calculated decision makers who prefer others to address leadership challenges

Lo-Mid I Moderately introverted, yet personable and friendly

High S Prefers safe and stable environment with few changes; prefers harmonious relationships; pleasant and agreeable; patient

High C Precisionist; respects processes and procedures in personal and business life; orderly and attentive to detail; painstakingly focused on quality and accuracy



Narrative

The Webmaster must be able to create your websites to your specifications. They will need to be creative in terms of design, but should be creative within the scope of your guidelines for what you want your site to be.

Also, technology can be difficult for many people, and having a Webmaster that gets along with your sales and administrative staff will make it much easier for everyone. They should be able to build relationships with people on the team and be part of the team. The Webmaster plays a supporting role in the office and should achieve success by helping and empowering other people.

They must have a solid base in technology, and have training and/or extensive prior experience with building websites, online marketing, software, and office technology. If they don't impress you with what they know how to do, they probably aren't good enough.

A good technology person will manage detail well, and take care of problems before they occur by dotting the i's and crossing the t's. They should also be able to plan their activities and follow through. The Webmaster must know how to get the job done and stay on track. Since they will most likely be working on projects while handling requests for support and assistance, they will need to be task focused in order to complete their work.

They will have access to sensitive files and information about associates, customers, and finances. You will need to be able to trust them with that information.

They will be the person that figures out how to fix things or resolve problems with systems in the office, and must be a problem solver with good abstract-reasoning skills.