

Job Title:	Website and App Coordinator	Job Class:	Coordinators
Division:	Marketing	Department:	Marketing
Reports To:	Director, Marketing	Term:	N/A
Job Description			
<p>Position Summary:</p> <p>The Website and App Coordinator is responsible for the development, maintenance, and optimization of Pride Winnipeg's websites and apps. This role ensures the sites reflect the organization's brand identity, improve user experience, and maximize traffic and engagement through consistent content management and technical upkeep.</p> <p>Duties & Responsibilities:</p> <ul style="list-style-type: none"> ● Publish content and uphold the brand identity of Pride Winnipeg through its websites and apps. ● Optimize navigation and user interface to enhance the user experience. ● Maximize website and app traffic through SEO best practices and analytics tracking. ● Collaborate with the Marketing team to execute tasks and strategies efficiently. ● Provide monthly reports of website and app analytics to the Marketing Director. ● Perform monthly or bi-weekly backups of the website and app content, databases, and files. ● Manage and maintain secure and safe site credentials, passwords, and access control. ● Regularly update and format website and app content, including text, images, and graphics. ● Create and update graphics, photos, and layout elements as needed to maintain a fresh and engaging online presence. ● Manage hosting and domain registrar accounts for the website and app services. <p>Skills/Qualifications:</p> <ul style="list-style-type: none"> ● Proficient in WordPress management and development, including: plugin management, widget and menu management, general security maintenance and updates ● Strong knowledge of HTML and CSS for web design and layout adjustments. ● Basic to intermediate knowledge of PHP for WordPress functionality and customization. ● Familiar with CPANEL for website management and PHPMyAdmin for database management (import/export). ● Working knowledge of SEO strategies to drive traffic and improve visibility. ● Proficiency with Adobe Creative Suite (Fireworks, Photoshop, etc.) for creating and updating graphics. ● Familiarity with website analytics and reporting tools. ● Strong communication skills and ability to collaborate effectively with other teams. ● Awareness of modern marketing techniques, trends, and digital best practices. ● Experience in app management and development is a plus. 			
Last Updated On:	08-14-2025	Updated By:	Brittney Frias