DVWGC Web Content Manager (WCM)
Job Description

Equipment Needed

1. Windows PC or Apple Mac
2. Internet Connection
3. Printer (to test print documents and forms)

Software Needed

1. Excel or Numbers (spreadsheet)
2. MS Word or Apple Pages (word processing software)
3. Adobe Acrobat (full version that allows editing of documents as well as creation of PDF files).
4. Screen capture software (e.g., Voila on the Mac) so PDF files of the various 'invitations' can be put into a .jpg or .png format for posting as 'images'. If you don't have then you will need to get these files from the various committees (i.e., Social and Tournament) as .jpg's or .png files).
5. Photo editor (to crop and resize .jpg type files).
6. The Rec Center Help Desk suggests that the maximum size of photos be 72 dpi for faster loading of web pages that contain pictures. In addition, photos have to be 'sized' to the correct aspect ratio depending on how many rows and columns of photos you want displayed. The Rec Center recommends use of the following web site to alter the aspect ratio of photos: https://postcron.com/image-splitter/en/. Once you have uploaded a photo you use the 'Resize and Cover Image" option.
7. Web Browser - Safari (on MAC) or Explorer (PC). Bookmark the DVWGC web site's 'Dashboard' for direct access to the Wordpress (see below) home page for editing:

   https://dvwomensgolf.scwclubs.com/wp-login.php?redirect_to=https%3A%2F%2Fdvwomensgolf.scwclubs.com%2Fwp-admin%2F&reauth=1

Wordpress

Wordpress is the web page building and display software that is licensed by the SCW Recreation Centers for web pages. DIVI is the 'theme' (i.e., visual models) that all SCW Club web sites must use for conformity of look and feel. The SCW Recreation Center have established standards for all web pages for certain content - and they provide training on those standards for Web Content Managers.

There is a huge library of YouTube videos to learn Wordpress and how to build pages using the DIVI modules, how to create Calendar events, how to create Galleries (photo libraries) and how to maintain blogs. The Web Content Manager has to be willing and able to learn from these videos in order to maintain the DVWGC web site.

Weekly Tasks

The DVWGC Monitor (Nancy Hewes) performs the weekly tasks of posting the tee times, the alpha list, the weekly results (i.e., winnings) and the historical results on the web site. She also periodically cleans out the Media Library of out of date materials.

Periodic Tasks

1. Email's from Club President

   The web page 'Member News' contains then current and relevant content from weekly emails from the Club President. Create new text module to hold email content, and Copy/Paste content into that module. Update the date in the Intro module'. Update the date on the button that links to this page from the Home Page.

2. From Tournament Committees

   a. Upcoming Tournament Announcements
   Committees will create graphics for upcoming tournaments, which are posted to the 'Member News' page. Create a module and either copy/paste content into the module and/or import the graphic into the Media Library and link the graphic to the module. "Update" the page and Preview the results to check that the visual works. Note: you may have to generate .jpg or .png files from PDF files provided.

   b. Tournament Results
   Tournament Results can include documents which state the 'winnings' and/or photos of the winners (frequently by flight). Import the documents and photos into the Media Library and create modules on the respective tournament page (see Archives menu) to link the winnings and/or photographs. Using the Tablepress module, edit the table that contains historical winners by adding rows/columns for the current winners.

3. Announcements from Social Committee

   The Social Committee creates graphics to announce social events (Fall Picnic, Christmas Luncheon, etc.). These announcements are posted in the 'Member News' page. Note: you may have to generate .jpg or .png files from PDF files provided.

4. Photos from Club Photographer and from Social Events

   Photos from the Club Photographer are imported into the Media Library and linked to created modules on the Photo Gallery web page.. Note: all photos must first be imported into the Media Library. From time to time, photos are posted on the Member News page as well.

5. 'Know the Rules' text from Rules Committee

   From time to time, answers to questions about the Rules of Golf will be developed by the Rules Committee and posted on the 'Know the Rules' web page. New text modules are added to that page, the the text is copy and pasted into that new module.

6. Tables

   Various Tables are maintained using Tablepress (a module of Wordpress), including a list of Past Presidents, and historical winners of various Tournaments. To add an entry to a given table, select it for editing and add a new row with the appropriate information and Save the table. The updated content should then be checked using the Preview function.

7. Monitoring the DVWGC email

   The WCM should have a link to the DVWGC email account and monitor for incoming emails. Emails to be forward to the appropriate Executive Board Member (e.g., Rules, Membership, etc.).

8. Maintaining the Club Calendar

   The Club Calendar is maintained using the Events function in Wordpress. Events have descriptions, event types, start/end dates and times, and venues. On a annual basis, add the Weekly Play Events to the Calendar, Social and Special Events, and Board and General Meetings. Keep the Events calendar up to date with changes when provided by Board Members or Committee chairs.

9. Minutes of Meetings

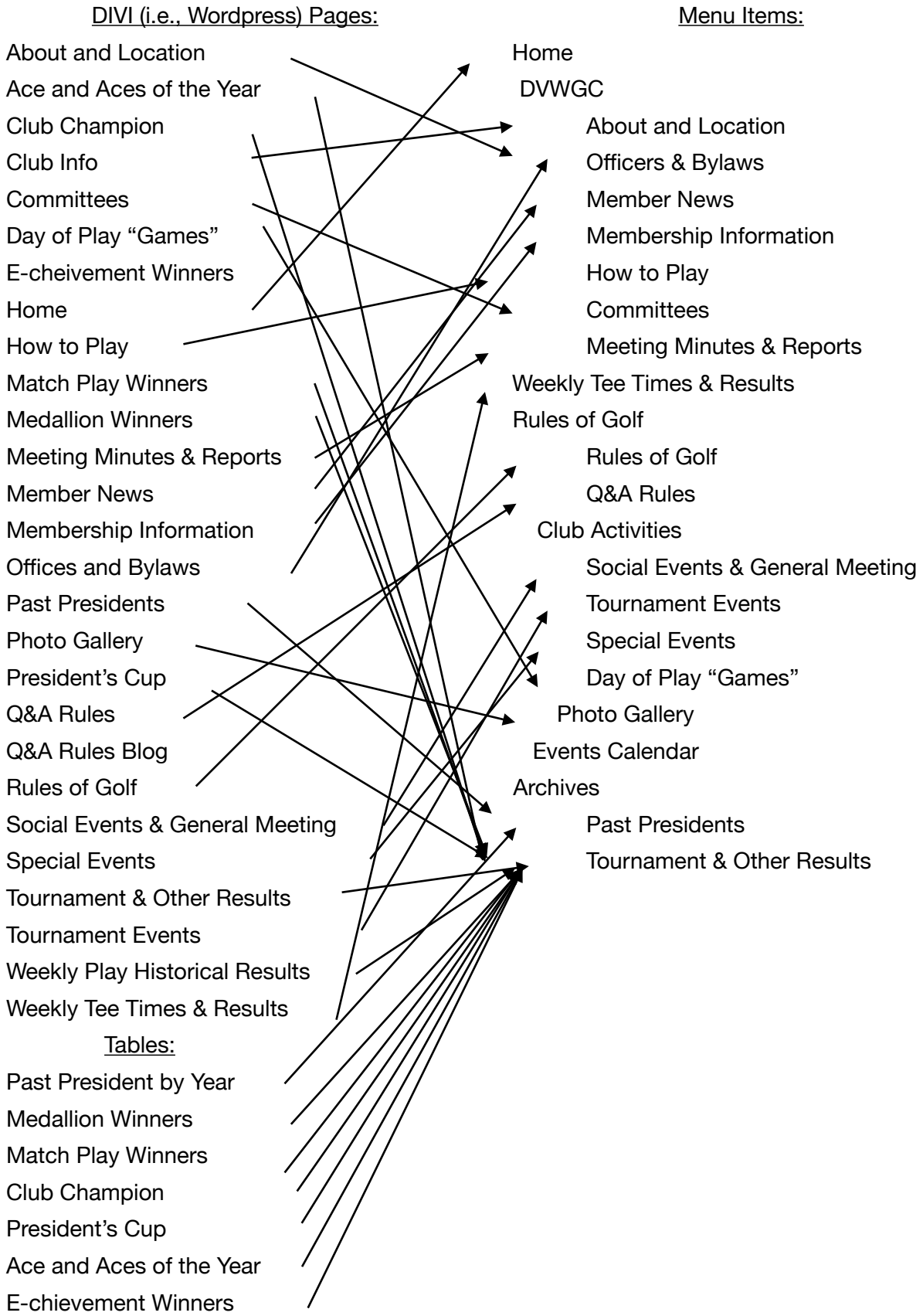
   Meeting minutes are provided by the Club Secretary. Minutes are imported into the Media Library and 'buttons' are added to the 'Meeting Minutes" page (clone existing button and update the text) with links to the appropriate document. "Update" the page and Preview the contents to be sure it displays correctly.

10. Financial Reports

    The club Treasurer provides a financial report each month which is posted on the Reports page. The report is an Excel file. Edit the file to remove unused columns and rows, and print the report to a PDF file. Import the PDF file into the Media Library. Create a new button on the page for the month, and link the PDF file to that button. You will need to arrange the buttons so the most recent month is first.

Annual Tasks

1. On an annual basis, update the Officers including photos on the 'Officers and ByLaws' page. Import the photos into the Media Library and link them to the appropriate module.

2. It is recommended that on at a minimum, and annual basis, the entire content of the web site is reviewed by the Executive Board and changes are identified to the various pages, as well as content removed (e.g., photos more than 1 year old, etc.). Make the required changes to the pages.

Appendix A: Mapping of web ‘pages’ to menu items