

GSRA Webmaster and Social Media Administrator (SMA) Job Description and Responsibilities
Current Webmaster will provide transitional training

Requires GSRA Membership as ADMIN for access to MemberClicks OASIS Database, MemberClicks Educational Courses, MemberClicks Help Center and MemberClicks Technical Support:
Georgia State Retirees Association - Administration

From the GSRA Policies and Procedures tab on the GSRA Homepage: 9 hrs/month

Objective of the Website Content Committee: To assure that website information has a consistent appearance and updated on a timely basis with appropriate information.

- Recommend for Board (P&O) approval policies on website content and appearance.
- Apply approved policies in appearance and content.
- Design (redesign) website page format as needed.
- Update website pages for currency of material.
- Update website links for currency of material.
- Update website for local chapter information as appropriate.
- Backup Admin to update GSRA date and event calendar.
- Train members of the Communications Team to update appropriate sections of the website.

In addition to the functions described above, many of the functions below from the Communications Committee Procedures tab on the GSRA Homepage are performed by the Webmaster/SMA, as a practical matter:

7 hrs/month

- Write or edit articles and finalize a periodic GSRA Newsletter for publication on the GSRA website according to the schedule established by the Policy and Operations Committee. Assist Communications Committee Chair with technical aspects to produce the newsletter.
- Write and/or edit Action Alerts, advertisements, pamphlets, membership brochures and/or other print materials as needed by GSRA. Distribute via MemberClicks Contact Center to the Membership and/or Prospects.
- Assist GSRA officers, local chapters, and other committees as requested to formulate, edit and disseminate their messages to the membership.
- Continuously provide information to the membership regarding meetings and activities of GSRA and its local chapters.

Other ongoing, regular tasks performed by the Webmaster/SMA: 18 hrs/month

- Obtain the details of the Annual Meeting and other GSRA events from the GSRA Board and send out announcements from the MemberClicks Contact Center. Create forms or surveys on MemberClicks to gauge preferences or anticipated attendance. Create/test online Annual Meeting ballot on MemberClicks containing nominated Board members and other issues to be voted on and distribute to all members via email blast. Monitor form activity, and report results to the Annual Meeting Committee.

- Create registration/payment forms on MemberClicks to include workshop, meal and attendance details for the Annual Meeting and similar variables for other events. Add parameters for form expiration dates and field edits. Create Payment transactions on MemberClicks for miscellaneous payments as needed such as for Vendor payments and ordering of GSRA Merchandise. Attend Annual Meeting and provide technical support.
- Update Senate, House, Speaker, Lt. Governor, and Governor contact categories on the OASIS dashboard with new contact information as changes become available. This enables GSRA members and the Board to address these legislators directly from the Contact Center via Action Alerts or other, when necessary. Update this data on the website regularly, as well.
- Post videos, pictures and written content related to all manner of current GSRA activities to the GSRA Homepage, GSRA Facebook account, and GSRA YouTube account. The GSRA LinkedIn Page and Instagram accounts were created but not used to date. Monitor accounts for appropriate use.
- Perform final edits, validate/update links, and send out the monthly newsletter via MemberClicks Content Center.
- Post Action Alerts to social media and the Homepage and which may require special links to attachments inside and outside the OASIS database Articles element. Provide monthly feedback and metrics to the GSRA Board on overall engagement.
- Add PDFs of monthly minutes and financial reports to the corresponding website tabs on the Homepage for ongoing reference.
- Perform maintenance and upgrades to the GSRA MemberClicks database/website as required. Attend/view related MemberClicks/OASIS video training when necessary. Monitor integrity of database content, transactions, and membership engagement.
- Create surveys/forms on MemberClicks to poll membership on issues and provide results as requested by the Board.
- Produce, review and update technical/system documentation as needed.

GSRA/ERS – Monthly Interfaces for GSRA Partners, Pension Deduction and ERS/GSRA Opt-in procedures: 44 hrs/month

- Perform Pension Deduction process. As needed, reinstall transfer software purchased by GSRA to connect with the ERS Secure Server (IPSWITCH) along with the Visual Basic application GSRA2ERS written by Steve Elmore (12 years ago) on Webmaster's laptop. Perform monthly extracts of the OASIS database for input to the special application GSRA2ERS. Execute the transfer software to transfer pension deductions to the ERS server. Detailed procedures documentation for GSRA2ERS and IPSWITCH are maintained by the Webmaster.
- Verify successful pension deduction file creation each month. Webmaster captures screen prints detailing file attributes, and control totals, and any errors in pension IDs and distributes to BJ, Treasurer, and Admin for review.
- Provide the ERS with the Internet Provider unique IP address which will be used monthly to access the ERS Secure Server. Request one-time secure access links from ERS IT staff when connection or processing delays/errors occur.
- Date window for accessing the ERS secure server is approximately the 14th of the month through the 19th of the month. Webmaster maintains associated license and procedures documentation for IPSWITCH.
- After the 25st of the month, execute IPSWITCH again to login in to the ERS Secure Server. Access the monthly ERS GSRA Opt-In dataset supplied in the ERS Output section of the display. Extract and save this

file into a local directory on the laptop/desktop being used by the Webmaster/SMA. The format and nature of the GSRA Opt-in data being supplied to GSRA by the ERS is cumulative and in text format. Therefore, a Visual Basic program was written (colleague of Webmaster) to compare the current month's cumulative file to the previous month's cumulative file to determine the new monthly GSRA Opt-ins. This program creates a formatted Excel file which reflects the new GSRA Opt-ins each month.

- Send the new monthly GSRA Opt-ins Excel file to the GSRA Board each month along with statistics regarding the rate of opt-ins. This data is contained in the ERS supplied header record of the ERS GSRA Opt-ins text file.
- Import each column of the new, monthly ERS GSRA Opt-ins file into the OASIS profile import template which is required for uploads of Excel data into OASIS. Perform the OASIS upload of this file to the Prospects category, and evaluate results, i.e., number of successful adds/updates and errors. "Tag" these new Prospects in the database and invoke the OASIS Contact Center to queue up the "Invitation to Join" letter to Prospects. Attach the GSRA Brochure PDF document to the Contact Center message to the Prospects and send the message. The message will be addressed to each Prospect using their first and last names.
- When doing Chapter queries for **Active Members**, the Admin (Rhonda) can do the queries from OASIS by listing the counties in the Advanced Search option of OASIS. Admin can save the query each time for each different chapter. Once these queries are created and saved, they can be executed as needed by the Admin. For the chapter folks to pare down the extraneous columns in the resulting Excel spreadsheets provided by these "raw" queries of OASIS, they can use the template previously provided. They can then delete the columns that are not in this template.
- ERS gives us only a cumulative text file each month. The following are the steps involved each month to process the ERS Opt-ins extracted from the ERS secure server.
 1. Execute our software IPSWITCH to login to the ERS secure server using Webmaster's IP address.
 2. Access the file entitled GSRA_Opt_In.txt and copy it into our cloud GSRA Monthly ERS Opt-ins folder.
 3. Convert the GSRA_Opt_In.txt file into an Excel spreadsheet. Format and eliminate extraneous columns (several steps. This file is cumulative since ERS began giving us GSRA Opt-ins in 2019.
 4. Execute "Monthly ERS Opt-In Excel Tool" to isolate and create current month Opt-Ins spreadsheet.
 5. Send out the spreadsheets to the Board and Chapter representatives.
- Provide monthly extracts from the MemberClicks database of current, active members per contract with Vendors, AMBA, BMG Money and Ballance. This Involves building a query to the database to select only current, active members, execute an export to a CSV file, edit columns per specifications, and create an EXCEL file to be emailed to the vendors and Admin. For BMG, communicate with BMG staff to obtain periodic BMG flyers and send quarterly (via MemberClicks Contact Center) solicitation letter from GSRA President along with the latest flyer to all active members.

Webmail Administration: 3 hrs/month

- Monitor all GSRA Webmail mailboxes for appropriate content and adjust settings for SPAM filtering and storage.
- Create new GSRA mailboxes and delete obsolete mailboxes. Assist board members and Chapter officers with maintenance of new and existing mailboxes.
- Respond to email directed to the Webmaster and forward email to other designated mailboxes to Board Members, Officers, and Committee Chairs.