

SPECIALTY WEBSITE CHAIR

Responsible for collaborating with the BMDCA *Specialty Website Designer/Webmaster* to develop the Specialty website. Acts as sole liaison between the Specialty Webmaster and the members of the Show Committee. Obtains all necessary content and images from the Committee Chairs, proofs all items for content/adherence to BMDCA policies and quality standards, and supplies information to the BMDCA Webmaster by the prescribed deadlines. Maintains the Specialty website features (e.g. calendar, shopping cart, etc.) as appropriate.

Qualifications

- Must have a PC and basic PC skills. No Macs please.
- Detail oriented with good organizational, communication and proof reading skills.
- Ability to apply the following basic management skills: setting priorities, making decisions, being resourceful and solving problems quickly and efficiently, dealing effectively with people, and meeting deadlines.

Time Commitment

This is at least a one-year assignment, with busy periods occurring at the beginning during site development until around six months before the Show. Activity is light after the Planning Book and Premium Lists are published with minimal duties from three months out through the end of the Specialty.

Time Line

Upon Accepting Assignment and Ongoing

- Familiarize self with the following chapters of the BMDCA Specialty Manual: Committee Chair, Finance and Specialty Website, noting all details of position description, relevant deadlines and BMDCA Policies (bold and underlined text).
- Contact the *Specialty Website Designer/Webmaster* to begin collaboration on site design.
- Contact appropriate Committee Chairs to advise them of Specialty website content requirements and timeline for submissions. Begin to help Committee Chairs develop content.

No Later than 2 Months before the Preceding Specialty (~14 months out)

- Finalize website design strategy and advise Show Chair of any forecasted expenses.
- Obtain the initial required content elements and supply to the Specialty Webmaster (see attached Sample Website Page Layouts for detailed information):
 - Specialty theme and logo, Committee Chairs list, Show Site description, Superintendent, Judging Panel and Tentative Schedule (obtain from Show Chair).
 - Official hotel reservation form, hotel and site sales brochures, photos, local information and overflow property information (Hotel Liaison).
 - RV parking and campground options (RV Parking Chair).
 - List of Ways and Means items and prices (Ways and Means Chair).

Immediately following the Preceding Specialty

- Update the Show Committee list and instruct Specialty Webmaster to go “live.”
- Coordinate setup of cart with Ways and Means Chair.

6 Months before the Specialty

- Update the Show Committee list.
- Solicit information from all Chairs to post information on the website: catalog advertising, transportation information, etc.

Year End before the Specialty

- Update site with Planning Booklet and Draft Premium (obtain from Show Chair), noting to Specialty Webmaster all forms needing conversion to writable format.

Two Months Out

- Obtain Premium Lists from Show Chair and provide to Specialty Webmaster to post to site.
- Update the Show Committee list.

After the Specialty

- Obtain results from Marked Catalog Chair and forward to the Specialty Webmaster to post to the site. (A link to Superintendent site with show results may be posted but does not include draft, agility or tracking results.)
- Remind Specialty Webmaster to take down the site.

Within Two Weeks of the Specialty

- Submit a completed report to the Show Chair (see Committee Chair Attachment A-1 in Chapter 2).