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# Shanghai Mamas Job Description

## WEBSITE COORDINATOR

The Shanghai Mamas website is often the first point of contact for overseas families in their entry into the Shanghai family. The website needs regular but low key maintenance, and regular updating. If you have a background in website maintenance or user experience, or want to learn, this role is a great opportunity to keep your skills sharp!

Shanghai Mamas is a diverse community that encourages thriving international families in Shanghai, China. Many parents cite Shanghai Mamas as their key source to find their niche in the city, make lifelong friends, and manage the day to day confusion of living and parenting in Shanghai. With over 5,000 members from all over the world, **we rely on committed employees and volunteers to manage the many tasks involved in running a community-based, sustainable organization.**

Online and offline, our members connect daily for peer-to-peer recommendations, advice, and community. On WeChat, we manage neighborhood-specific parent groups, interest-based groups, and activity organizing groups (e.g., spa outings group, Moms Nights Out, and monthly book club). In addition to our signature weekly parent coffee mornings around the city, we host regular events, such as educational talks, holiday parties, charity fundraisers, and family meet-ups. **All of this is only possible because of the dedicated team members who invest their time, energy, and talent into supporting their neighbors!**

**Supervisor:** Marketing Manager

**Category:** Volunteer

**Hours per week:** 3–7 (varies depending on projects)

### Requirements

- Computer savvy
- Background in website back end use (Wordpress) ideal
- A computer at home and functional internet
- Excellent English both written and spoken

### Responsibilities

- Regularly reading and responding to online questions on the forums
- Creating new sections/updating key pages or plug-ins as required
- Reviewing Google Analytics statistics to advise Marketing Manager on what content is doing well/poorly
- Reviewing search engine optimization to improve Shanghai Mamas's rankings on Google, working with the Marketing Manager to update content accordingly

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- Recommending or advising the Marketing Manager on website changes required for usability or if there are issues
- Work with the website vendor when necessary to make adjustments or updates

To apply, please send your CV and a cover letter to [shmamas@gmail.com](mailto:shmamas@gmail.com).

**On a career break?** Keep your skills fresh whether you've taken a break from formal employment or are working in a different field. Get professional experience in Shanghai's largest international parent community to add to your CV!

**Working "Mama"?** Learn a new skillset or deepen your knowledge in a supportive environment. Use your talents and free time to grow, contribute, and build your community.

**Find your people!** Shanghai Mamas has volunteers and staff from across the city with diverse backgrounds. Make friends and expand your network while working together to keep Shanghai Mamas strong.

**Make a difference!** Over 5,000 families turn to Shanghai Mamas for genuine advice, resources, and community. Many parents credit their smooth(er) entries into the city with the support they received from Shanghai Mamas, which is only possible thanks to the volunteers who keep things running!