THE WEB MANAGERS SERIES · COMPANION RESOURCE

The Web Manager Role Blueprint

Strategic Web Management: First Steps for the Accidental Web Manager by Bryan C. Mills · Chapter 1, sections 1.1 to 1.5 · Responsibilities, boundaries, skills, and the signs the role is healthy · Companion to the Web Manager Self-Assessment Scorecard (M1.1).

M1.3 · v1.0 · 2026

Use this blueprint when: you have been handed the website, the domain, the email, and the vendor logins, and nobody has handed you a job description. Read it once to see the whole role, then use the checklists on pages 2 and 3 to find your gaps. Nothing here requires writing code. Share the role summary with your supervisor and ask one question: "Is this the job you believe I hold?"

1 THE ENTIRE PRESENCE

A web manager oversees the whole web stack: domains, hosting, email, social, analytics, subscriptions, and payment tools, not just the website. Most people find the true size of the stack when a forgotten corner breaks.

2 STRATEGIST FIRST

Your value is judgment, not keystrokes. The question is never "can I learn to do all of this?" but "how should each of these get done, and by whom?"

3 RISK BEFORE IMPROVEMENT

A new design on an expired domain is nothing; a plain site with a current inventory and a tested backup is a managed asset. Earn the improvements by securing the basics.

INVENTORY | RISK | CONTINUITY | IMPROVE | REPORT | **PLAN**

PART 1

The real job: three duties

CHAPTER 1.2

A **web manager** is the person responsible for the strategic and operational oversight of an organization's entire digital presence. In practice the work settles into three duties, in this order of priority.

DUTY	WHAT IT MEANS	WHAT IT LOOKS LIKE WHEN IT IS DONE
Risk reduction	The domain renews. The backups exist and have been restored at least once. The passwords belong to the organization, not to a departed employee. The site does not invite legal trouble over privacy or accessibility.	No renewal arrives as a surprise; a restore test is logged each quarter; two people can log in everywhere; a privacy page and accessibility basics are in place.
Continuity	Everything keeps working through staff changes, vendor changes, and your own vacation. This is documentation someone else could follow without calling you.	A dated account inventory, a record of who can log in, and a one-page outage card, filed where a second person knows to look.
Steady improvement	The digital presence serves the mission a little better each quarter: clearer content, faster pages, a form that converts, and an honest answer to "is any of this working?"	One improvement project per year chosen from a plan, and a one-page monthly report that shows whether this quarter beat the last.

THE RHYTHM OF A HEALTHY ROLE

A TYPICAL WEEK

Approve a content update. Glance at the uptime report. Answer one access request. Run the twenty-minute Monday Web Check (M7.3).

A TYPICAL MONTH

Review the analytics summary. Confirm backups ran and one restore was tested. Pay, or question, a vendor invoice. Send the one-page report (M13.1).

A TYPICAL YEAR

Domain renewals. A budget conversation. A security review. One improvement project chosen deliberately rather than forced by an emergency.

The role is measured in quiet quarters and small, visible improvements. When it is healthy, the digital presence behaves like what it is: a business asset with a manager, rather than a liability with a history.

PART 2

What is not the job

CHAPTER 1.2

The "good with technology" reputation attracts requests the role does not include. These are crafts you can rent by the hour from freelancers, agencies, and platforms, and renting them is usually the right call. Understanding how each works is useful; performing it personally is optional. Confusing the two is the most common reason capable people believe they are unqualified for a role they are already doing.

- [ ] **Writing code.** Scoped to a developer with a written brief; you own the accounts and the files when the work is done.
- [ ] **Designing graphics.** Delegated to a designer against the brand kit; you approve the result.
- [ ] **Running the office network and fixing laptops.** Referred to IT support, even when you could do it.
- [ ] **Doing everything the last person did.** Treat inherited advice gently but skeptically; playbooks written five years ago miss most of what carries risk today.

THE WARM REDIRECT · SAY THIS, THEN STOP

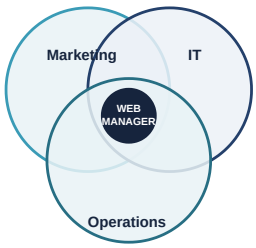
"That one is outside what I cover; I handle our web presence. Here is who to call."

Should leadership decide the roles ought to combine, that is a legitimate decision, but it should be made explicitly, with the added scope named and the added time budgeted, not accumulated one favor at a time. A defined role protects the organization as much as it protects you.

PART 3

Where the web manager fits

ROLES COMPARED



In a small organization, web management spans marketing, information technology (IT), legal, and operations at once, which is why it belongs cleanly to no department and appears in nobody's job description. Marketing owns the message. IT owns the network and the devices. Operations owns the budget, the contracts, and the policies. The website, the domain, the email, and the subscriptions sit where all three overlap, and that overlap is where the web manager stands: the one seat with a view of all of them.

A useful image is the **property manager**: not the builder, but the person who knows what the portfolio contains, when every lease renews, which contractors to call, where the insurance sits, and which building needs attention next.

ROLE	WHAT THEY DO	HOW THE WEB MANAGER WORKS WITH THEM
Web developer	Builds and codes the site, fixes bugs, integrates systems	Writes the scope, owns the accounts and files, evaluates the result; does not write the code
Web designer	Creates the look, layout, and brand visuals	Sets the site's job and brand decisions, approves the design, keeps the brand kit
IT support	Runs the network, devices, and internal systems	Coordinates on email, security, and access; refers laptop and printer requests back to IT
Webmaster	The older title for one person who did everything, from server to copy	That work is now split across vendors and platforms; the web manager coordinates it rather than performing it
Marketing coordinator	Produces campaigns, content, and social posts	Shares the calendar and analytics; the web manager holds the platforms, accounts, and renewals the campaigns run on

PART 4

How the work gets done: decide, delegate, automate

CHAPTER 1.4

DECIDE · ONLY YOU CAN

What the organization owns and under whose name. The budget. How much risk is acceptable. What the website is for. Which voice and brand it presents. A vendor who offers to make these for you is overstepping.

DELEGATE · OTHERS DO IT BETTER

Code, design, copywriting at volume, specialized security response. Delegation done well requires a written scope and a vendor you can evaluate (Chapter 15).

AUTOMATE · MACHINES REMEMBER

Renewal reminders, backups, uptime monitoring, report generation. One caution: automation is not abdication. A backup never test-restored is a hope, not a plan. Log what you automated; confirm it monthly.

PART 5

The skills that matter (none of them is coding)

RATE YOURSELF 1 TO 5

The skills that caused the role to find you are the actual qualifications. Technical knowledge can be acquired chapter by chapter; conscientiousness cannot be taught nearly as easily, and you evidently already have it. Score each skill honestly: 1 means "this is where I struggle," 5 means "I could coach someone on it."

- ☐ **Organization.** The job begins with an inventory and lives on documentation. Score _____
- ☐ **Communication.** Most of the work is asking vendors plain questions and translating the answers for leadership. Score _____
- ☐ **Follow-through.** Renewals, restores, and reviews happen on a calendar or not at all. Score _____
- ☐ **Willingness to read the instructions.** Every platform you rent has documented the thing you need; most people never look. Score _____
- ☐ **Comfort with a report.** You do not build the analytics, but you can read a one-page summary and say whether this quarter beat the last. Score _____
- ☐ **Prioritization.** The inventory surfaces more than you can fix; the job is choosing what comes first, which is why risk sits ahead of improvement. Score _____

PART 6

Signs you are doing the job well

CHECK WHAT IS TRUE TODAY

The role rarely produces applause; it produces the absence of emergencies. Three or fewer checked is normal in the first year. The list is a destination, and the book is the route.

- ☐ A dated, one-page inventory of every domain, host, platform, and paid service exists, and a second person knows where it is.
- ☐ At least two people can log in to the registrar, the host, and the website.
- ☐ No renewal has arrived as a surprise this year, and none sits on a departed employee's card.
- ☐ A backup has been restored, on purpose, in the last quarter.
- ☐ Leadership receives a one-page monthly report and has started asking you before buying a new tool.
- ☐ The last improvement project was chosen from a plan, not from a Friday-afternoon outage.
- ☐ Vendors answer to a written scope, and you could replace any one of them with the files and accounts you already hold.

PART 7

The seventeen areas the role covers

SCORECARD PREVIEW · M1.1

No one is responsible for all seventeen at the same depth. Rate your confidence (1 means "I could not explain this to my boss," 5 means "I could teach it"), mark whether you are responsible (Y, Shared, or N), and flag every row where responsibility is Y or Shared and confidence is 2 or lower. Those flags are your reading order and the seed of your 90-day plan. The full scorecard, with risk notes and automatic ranking, is M1.1.

#	AREA	CH.	CONFIDENCE 1 TO 5	RESPONSIBLE?	FLAG
1	Web account inventory and documentation	2			
2	Domains and DNS	3			
3	Hosting, SSL, and backups	4			
4	Platforms and CMS	5			
5	Design, UX, and accessibility	6			
6	Content strategy and site maintenance	7			
7	Website security	8			
8	Performance, SEO, and GEO	9			
9	Business email	10			
10	Email marketing	11			
11	Social media management	12			
12	Analytics and reporting	13			
13	Digital asset management	14			
14	Vendors, budgets, and getting help	15			
15	AI tools and automation	16			
16	Legal, privacy, and compliance	17			
17	90-day plan and annual strategy	18			

The role in three sentences. A web manager is the steward of an organization's entire digital presence, not just its website. The job is reducing risk, keeping everything running through change, and improving the presence deliberately, in that order. It is a management role, done through decisions, documentation, and vendors, and it has never required writing code. **Next step:** the companion course, *Strategic Web Management: From Accidental to Strategist*, turns this blueprint into a 90-day plan. webmanagers.com/courses

REVIEW RECORD · AT DAY 90, THEN ANNUALLY SCORED ON _____ BY _____