## **DIRECTOR, DIGITAL EXPERIENCE**

**Current Incumbent:** N/A **Department:** Communications

**Reports to:** SVP, Strategic Communications **Direct Reports:** 2

**Status:** Full-Time Exempt **Indirect Reports:** 1

**Updated**: May 2022 **Eligible for Telework/CWW:** Yes

## **Summary of Position:**

The Director, Digital Experience is a leader with a strategic vision for maintaining and improving an audience-first culture within NAA. Responsibilities include expanding current data sources and analytic tools to finetune a develop a compelling digital experience. The Director is responsible for the successful execution of projects within this ecosystem, providing guidance, coaching, and leadership.

Reporting to the SVP, Strategic Communications, the Director will focus on positioning new and existing products and programs to increase reach, engagement, customer loyalty, and revenue. This leadership role will hone a sophisticated digital strategy to achieve these results, leveraging online channels to grow and engage member and non-member communities, and develop new digital products and services.

## **Principal Accountabilities:**

* Leads the Audience-first culture at NAA.
* Acts as the lead digital product owner for the main website, online community, intranet, and other various key digital product sites.
* Develops and implements digital content strategy and engagement plans for the websites and online community.
* Collaborates with NAA stakeholders to define, design, and deliver digital products and services.
* Coordinates with internal NAA teams to ensure that all NAA’s digital products integrate seamlessly within NAA’s digital ecosystem.
* Leads the development of NAA’s digital standards and governance.
* Paints a compelling vision of where the UX should go and influences others to follow.
* Develops and maintains a comprehensive inventory of NAA’s digital products and leads efforts to systemically support the product lifecycle development of that portfolio of products.
* Partners with the AVP, Business Excellence and other key stakeholders to ensure digital projects are well-managed, resourced and within budget while managing risks.
* Manages day-to-day priorities of the Digital Experience team, including supervision of staff, and management of key vendor relationships.
* Fosters the ongoing professional development of Digital Experience team members.
* Performs other duties as assigned.

## **Competencies:**

1. Expertise 5. Technical capacity
2. Communication proficiency 6. Cultural Awareness
3. Organizational skills 7. Relationship Management
4. Critical Evaluation 8. Ethical Practice

## **Supervisory Responsibilities:**

* Supervises the Digital Platform and Content Manager and Digital Experience Platform Manager. This position also indirectly manages the Digital Community Engagement Specialist.

## **Travel:** <10%

## **Required Education and Experience:**

* Bachelor’s Degree or equivalent experience
* 5+ years digital strategy and leadership experience in a complex digital ecosystem
* Management experience in a fast-paced, technology-centric environment
* Proven ability to spearhead cultural and technical adoption of digital standards and governance
* Advanced understanding of digital technologies with a focus on accessible and standards-based design
* Advanced understanding of user experience standards and best practices
* In-depth experience managing large websites with an enterprise content management system
* In-depth experience managing digital experiences for customers based on the Salesforce platform (or a similar CRM system)
* Confident, polished demeanor; experience with presenting information to all levels
* Exceptional written and verbal communication skills
* Self-motivated with outstanding customer service skills, both internally and externally.
* Strong organizational skills, ability to work independently, multitask, meet deadlines, and manage priorities
* Ability to interact with personnel on all levels of the organization in a team-oriented environment
* Flexible, customer-focused and solution-oriented
* High degree of proficiency in synthesizing and analyzing data; ability to solve complex problems
* Critical thinking, curiosity, and willingness to experiment and try new solutions

## **Physical Demands:**

While performing the duties of the job, the employee is regularly required to sit, use hands to finger, handle or feel objects, tools or controls; reach with hands and arms. The employee may occasionally lift up to 20 pounds.

## **Work Environment:**

Work is regularly performed in a professional office environment and routinely uses standard office equipment.

The physical demands and work environment described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## **Signatures:**

This job description has been approved by all levels of management:

Manager \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

HR \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Employees signature below constitutes employee’s understanding of the requirement, essential function and duties of the position.

Employee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_