Digital Community Engagement Specialist

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| **Department**: Digital Experience Team/Communications |  |
| **Reports to:** Digital Experience Platform Manager | **Direct reports:** 0 |
| **Status:** Full time/non-exempt | **Indirect reports:** 0 |
| **Updated:** 4/5/2022 | **Eligible for telework/cww:** yes |

Summary of position

The Digital Community Engagement Specialist is an integral member of the Digital Experience Team. This position is primarily responsible for NAA’s member online community, the organization’s intranet, and other engagement platforms as assigned. The position performs a variety of technical and administrative functions related to site administration and serves as lead on increasing engagement on these platforms.

Principal accountabilities

* Serve as the platform administrator for the online community, intranet, and other assigned engagement platforms.
* Gather, report, and analyze usage metrics. Recommend strategies to increase member engagement within the online communities.
* Oversee all technical aspects of the online community, including configuration of various features of these platforms.
* Works with the vendors to address, resolve, and communicate issues related to the features and functionality of the platforms.
* Serve as the staff expert for the intranet platform from both a technical and information architecture perspective.
* Train and empower community champions (staff and volunteers) to participate on a more significant engagement level.
* Develop and maintain training resources, guidelines, and policies for internal and external users.
* Analyze business needs and make recommendations to improve the online community platform scalability, features, and performance.
* Coordinate efforts with other departments and vendors to deliver enhancements.
* Promote online community and intranet to external and internal audiences.
* Provide hands-on digital platform training to staff.
* Help develop and train NAA staff on the best way to write, format, and tag engaging content.
* Provide user support to NAA staff and address technical support issues.
* Stay current on trends and best practices in digital and community spaces.
* Perform related duties as assigned.

Competencies

1. Communication proficiency

2. Organizational skills

3. Critical Evaluation

4. Technical capacity

5. Cultural Awareness

6. Relationship Management

7. Ethical Practice

Supervisory responsibilities

While this position has no direct supervisory responsibilities, this position will indirectly manage a cross-functional NAA staff team of website power users.

Travel

Little to no travel is expected for this position.

Required education and experience

* Bachelor’s Degree and/or equivalent work experience.
* Strong problem-solving skills; is resourceful and likes to figure things out.
* Tech-savvy with learning new digital platforms quickly and becoming the organization’s expert.
* Experience growing communities using online tools (Higher Logic and SharePoint a plus).
* Must be comfortable working with, and drawing meaningful conclusions from, quantitative data.
* Experience driving engagement using an audience-first approach.
* Excellent interpersonal, communication, and presentation skills.
* Excellent customer service skills.
* Familiarity with digital accessibility standards.
* Familiarity with principles of page layout and design.
* Ability to test the various digital platform elements by seeking and gaining user feedback.
* Strong work ethic and ability to work independently while handling multiple tasks.