

CHIEF DIGITAL STRATEGY OFFICER

SUMMARY OF POSITION:

The Chief Digital Strategy Officer creates a vision for, plans, and drives the enterprise-wide digital strategy, aligning the strategy with organization-wide strategic objectives. Works closely with senior stakeholders and executive leadership to define the role of the digital operations in the broader organization and how it can enable important organization-wide objectives. Lead NAA's Digital Strategy and Operations Division, which includes Operations & Infrastructure, Data & Analytics, and Digital Experience & Engagement and ensures that the digital vision aligns with the organization's and that the digital roles and processes are properly defined to enable digital support across the organization. The CDSO leads the digital strategy for NAA and is responsible for developing mutually productive and accountable relationships with current and prospective partners and vendors that support the overall digital ecosystem of the organization.

PRINCIPAL ACCOUNTABILITIES:

- Creates a vision for and drives the enterprise-wide digital strategy. Leads the company's digital strategy execution including coordination and oversight of cross functional teams that delivers digital projects. Works with CEO, executive team and staff to develop and implement a culture of exceptional member/customer service around technology and digital offerings.
- In partnership with senior leadership, identifies opportunities and risks for delivering NAA's products and services digitally, including identification of competitive services, opportunities for innovation, and assessment of marketplace obstacles and technical hurdles to business success.
- Responsible for NAA's online digital experience for commerce and content with a focus on developing leading edge website/mobile design and capabilities. Collaborates with Department leaders and appropriate volunteer leaders to translate NAA's educational and engagement missions into digital offerings that support the industry.
- Shares knowledge, mentors, and educates the organization's volunteer leaders, members, and staff as to NAA's technological and digital vision / strategy, opportunities, and challenges.
- Works collaboratively with the Board, committee/council chairs, other volunteer leaders, marketing, and other NAA staff to ensure that NAA digital products and services are developed and launched successfully.
- Assist with CMS and CRM strategy driven by data that enables a deeper customer relationship with a focus on segmentation and personalization.
- Provide strategic insight, business case justifications and return on investment analysis for IT spending and initiatives. Manages the organization's operating and capital budgets
- Defines and communicates standards for acquiring or developing IT systems, equipment, or software within the organization. Participates/oversees vendor contract negotiations for all system purchases and relationships with outside vendors for the organization.
- Maintains up-to-date knowledge of technology standards, industry trends, emerging technologies, and best practices.
- Oversees the development and maintenance of the network infrastructure for local and wide area connectivity and remote access.
- Responsible for the overall technology security posture of the organization.

COMPETENCIES:

Member/Customer Service Orientation

Takes personal responsibility for every member/ customer interaction (internal or external). Provides best-in-class service to build customer loyalty and extend member/customer retention. Handles all

member/customer interactions professionally and demonstrates appropriate confidentiality. Provides timely resolution of member/customer inquiries and facilitates problem resolution.

Communication and Collaboration

Articulates ideas clearly and concisely, both in written and oral communications. Keeps others informed, ensuring effective communication methods to appropriate stakeholders. Demonstrates active listening skills, attending to the conversation and asking clarifying questions. Adds constructively to conversations, cultivating a healthy exchange of ideas and providing opinions in a productive manner. Establishes and maintains effective work relationships and works cooperatively in group situations. Addresses and resolves conflict effectively. Offers assistance, resources, and support to co-workers.

Judgment/Decision Making

Makes quality decisions in a timely manner, even under uncertain conditions. Considers both short and long-term implications/risks of decisions. Conducts thorough search for information, evaluates alternatives, and chooses the appropriate course of action based on objective data as much as possible. Exercises judgment and independent actions within limits of authority. Includes appropriate people in decision-making process. Supports and explains reasoning for decisions. Uses data and analysis to make informed decisions.

Ownership and Initiative

Demonstrates ability to take responsibility and holds oneself accountable for results. Can be depended on to follow up on work tasks and deliver as promised. Takes initiative to suggest improvements, seek additional responsibility, and solve problems. Takes responsibility for professional development and growth. Initiates discussions with chain of command and co-workers to improve work processes, quality, interpersonal relations, and work outcomes. Presents innovative ideas to improve the organization and work results. Produces quality work products that are complete, thorough, clear, and accurate. Demonstrates job knowledge and expertise.

Planning and Productivity

Manages time and prioritizes effectively. Uses organizational skills to manage workload and follow through on assignments. Anticipates competing demands of multiple projects and establishes a course to accomplish and meet deadlines, working with manager as needed to re-prioritize and strategize. Plans proper assignments and utilizes time and resources in performance of duties. Strives to increase productivity and eliminates inefficient work habits and processes.

Management

Develops and articulates area goals and strategies. Plans work and allocates resources effectively and efficiently, including personnel planning and ensuring adequate coverage for customer/member service. Anticipates problems and develops alternative plans. Adjusts for re-prioritization and unforeseen circumstances as needed. Improves area processes and efficiencies. Recognizes the financial implication of management decisions. Demonstrates strong budgeting skills, and effectively manages department budget (if applicable). Uses successful techniques in negotiating contract terms and pricing.

Leadership and Staff Engagement

Demonstrates strong performance management abilities, ensuring clear expectations and providing timely and direct feedback. Encourages staff ownership and initiative by seeking staff input on decisions, supporting staff ideas, delegating responsibility and decision-making as much as possible, and holding staff accountable for work results. Promotes excitement and dedication through establishing and communicating a vision for the area, communicating how individual jobs tie to the organization's mission and strategic objectives, and celebrating successes. Helps others realize their potential through development discussions and plans, mentoring, and coaching. Uses staff mistakes and missteps as learning

opportunities. Creates a supportive environment that is aligned with the cultural focus and values of the organization, communicates fully, establishes trust, listens, promotes learning, and remains positive and supportive through change. Addresses issues and challenges directly and productively, initiating frank and open discussions with staff members. Ensures effective recruiting, hiring, and onboarding of new staff.

Strategic Orientation

Focuses on desired outcomes rather than the activity. Takes a long-term focus, while taking into account short-term objectives. Ensures area alignment to strategic vision and goals of the organization. Understands how area of responsibility fits into overall organization.

SUPERVISORY RESPONSIBILITIES:

TBD

TRAVEL: 10%

REQUIRED EDUCATION AND EXPERIENCE:

- Bachelor's degree in business or technology from a four-year college or university, or a combination of education and experience which demonstrates the necessary skills and abilities required for the position.
- Ten years of experience managing digital/e-commerce experience, including at least 5 years in a director level role.
- Demonstrated experience developing and implementing organization-wide technological, and digital strategies aligned with organizational mission and focus on user experience.
- Highly developed interpersonal skills, affinity for networking, and demonstrated high level of confidence and poise with a strong service orientation.
- Well-spoken communicator who can listen, assess and evaluate needs of stakeholders.
- Expertise in negotiation techniques and fiscal management.
- Ability to anticipate, identify, analyze, and capitalize on growth opportunities.
- Ten years of experience with direct oversight of Association Management Systems, Web Content Management Systems, Infrastructure, and ancillary support systems.
- Must maintain current knowledge and understanding of industry trends, current practices, new developments and applicable technologies regarding the use of technology in associations.

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.

Please send resumes, cover letter and salary requirement to Resumes@naahq.org. No phone calls, please. EOE M/F/H/V

