

DIRECTOR, USER EXPERIENCE

Current Incumbent: N/A
Reports to: Chief Digital Strategy Officer
Status: Full-Time Exempt
Updated: July 2019

Department: Information Technology
Direct Reports: 2
Indirect Reports: 0
Eligible for Telework/CWW: Yes

SUMMARY OF POSITION:

The Director, User Experience is a strategic leader, responsible for developing and driving the Digital Experience Strategy in order to create a successful and rewarding customer experience our constituents interact with our various digital properties, products and services. The incumbent will utilize internal and external data sources and analysis tools to develop a deep understanding of NAA's constituents' needs and motivations and translate this into 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 Chief Digital Strategy Officer, the Director will focus on positioning new and existing products and programs to increase reach, engagement, customer loyalty, and revenue. This leadership role applies a sophisticated digital strategy to achieve these results, leveraging an ecosystem of online channels to grow and engage member and non-member communities, and envisioning and developing new digital products and services.

PRINCIPAL ACCOUNTABILITIES:

- Paints a compelling vision of where the UX should go and influences others to follow.
- Acts as the lead digital product manager for the main NAA website (i.e., NAAHQ.org) and My NAA sites (i.e., members.naahq.org, my.naahq.org, and naa.force.com).
- Partners with the Marketing/Communications team to craft and implement a digital content strategy and engagement plan for NAAHQ.org.
- Collaborates with NAA stakeholders to define, design, and deliver digital products and services.
- Coordinates with internal NAA teams to ensure that all of NAA's digital products (e.g., visto, Click & Lease, Find a Supplier) integrate seamlessly within NAA's digital ecosystem.
- Leads the development of NAA's digital standards and governance.
- 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 Technology Project Management leadership 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 on-going 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 Manager, Digital Content and Website Production Specialist positions.

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
- Strong written and verbal communication skills
- Self-motivated with outstanding customer service skills, both internally and externally.
- Strong organizational skills, ability to work independently, multi-task, 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
- Ability to handle large or small projects with multiple tasks simultaneously with deadlines and a heavy workload.

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 _____

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