## **Digital Experience Platform Manager**

**Current Incumbent:** N/A **Department:** Information Technology

**Reports to:** Director, Digital Experience **Direct Reports:** 0

**Status:** Full Time, Exempt **Indirect Reports:** 0

**Updated**: 09/13/2021 **Eligible for Telework/CWW:** Yes

## **Summary of Position:**

The Digital Experience Platform Manager is an integral member of the Digital Experience Team. This position is primarily responsible for managing the development of NAA’s digital platform ecosystem. The Manager works with the Digital Experience Team to employ and model a customer-centric approach in strategizing the development of new features of the digital platforms. To implement new functionality, the Manager works with cross-discipline NAA teams and third-party vendors to leverage user and market research, industry best practices, and platform management methodologies. The Manager is responsible for developing and maintaining a roadmap for assigned digital platforms and to work with third-party providers to optimize and leverage functionality to achieve NAA’s business needs and goals

## **Principal Accountabilities:**

* Manage and administer select digital engagement platforms including NAA’s online community platform, interactive content platform, and digital workplace platform.
* Partner with the Website Production & Analytics Manager to manage the CMS for NAA’s main website.
* Review and approve website pages submitted by other NAA staff to ensure content creation teams and owners hold to NAA’s Digital Guidelines.
* Help the Website Production & Analytics Manager with troubleshooting more complex tasks in the website CMS.
* Analyze business needs and make recommendations to improve platform scalability, features, and performance.
* Coordinate efforts with other departments and vendors to deliver platform enhancements.
* Promote assigned digital products to external and internal audiences.
* Transform written content to maximize the potential consumption by intended audience by ensuring the content is optimized for the web, including tagging using NAA’s taxonomy.
* Provide hands-on digital platform training to staff.
* Help develop and train NAA staff on the best way to write, format, and tag content for the web.
* Develop and implement optimization strategies that increase the company's search engine results rankings.
* Assist with the management and execution of select digital platform related projects and initiatives.
* Provide user support to NAA staff that have responsibility for maintaining website and other digital platforms content and address technical support issues.
* Use analytics to identify key traffic patterns on the website to better inform the organization’s content strategy.
* Keeps up with the latest trends and best practices in digital.
* 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

8. Problem Solving

9. Interpersonal Communication

10. Customer Service

## **Supervisory Responsibilities:**

None

## **Travel:**

Little to no travel is expected for this position.

## **Required Education and Experience:**

* Bachelor’s Degree and/or equivalent work experience.
* 3+ years of experience with UX/web design, CMS web content management, and/or HTML editing.
* 1+ years of experience using HTML
* Basic knowledge of CSS and JavaScript and have proficiency in design tools such as the Adobe Creative suite.
* Excellent interpersonal, communication, and presentation skills.
* Familiarity with a CMS workflow for content approval.
* Strong eye for the most effective website design and sense for well-written, SEO-driven content.
* Strong skills in writing and editing content to a format suitable for a web page.
* Understanding of content requirements of the web, including information architecture, navigation, and accessibility.
* Strong grammar and syntax of web content.
* Adept with keyword placement and SEO best practices and how each relates to content on a web page.
* 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.
* Willing to learn and assist with other team activities including support visual design, information architecture, content management, and/or design management.
* Strong work ethic and ability to work independently while handling multiple tasks.
* Ability to manage a cross-functional team.

## **Preferred Education and Experience:**

* Experience with Drupal 9, Higher Logic, Google Analytics, Rock Content Ion, and SharePoint

## **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 history to** [**Resumes@naahq.org**](mailto:Resumes@naahq.org)**. No phone calls, please. EOE M/F/H/V**