Director, Digital Strategy

The Director, Digital Strategy is responsible for driving the vision, strategy, business requirements, roadmap, and execution for the organization's recently redesigned website and related digital platforms. This role advocates for end user experience and ensures alignment between content, service, and membership priorities across digital communications channels.

The Director, Digital Strategy will be responsible for site functionality, architecture, user experience, positioning, performance, SEO, content management, landing pages, conversion, maintenance, and security. The DDS will also drive the website's project roadmap, spearheading the planning for enhancements and improvements to the user experience, and will be responsible for monitoring and optimizing site performance and reporting on site analytics.

The Director, Digital Strategy will take a hands-on role in the development of the WordPress site and presentation of the content on it, and as such must be deeply familiar with the backend and code structure as well as creative services management. The DDS will work with internal stakeholders to effectively promote digital content that advances AGB's mission and goals, and to position and promote their areas.

Primary Duties

- Oversee the AGB’s digital footprint, including the website, its performance, accuracy, and optimization.
- Continually identify and execute opportunities to improve the user experience/flows and promote/cross-promote AGB offerings.
- Drive a testing and improvement agenda to increase web usability and track success rate, e.g., conversion rate, time on site, reduction of bounce rate, and form completion rate. Define and track metrics to measure the efficiency of website navigation, and capture intelligence on user interests.
- Develop an analytics and reporting program using Google Analytics and other tools to identify trends, uncover opportunities for optimization, and provide actionable insights to AGB leadership. Implement and optimize analytics and tracking tools.
- Advise internal stakeholders on digital positioning of AGB offerings. Clarify and prioritize internal website requests. Work with AGB staff to understand business goals and desired outcomes regarding functional and technical requirements of digital assets, as well as upcoming projects or events related to the website.
- Own website governance, processes, standards for consistency, documentation, and training of editorial admins.
- Develop and oversee paid search/digital advertising strategy to optimize paid channel performance, managing external implementation resources.
• Oversee integration of AGB.org (WordPress) with the association’s membership database (Impexium) and marketing automation functionality (HubSpot).
• Manage website maintenance, updates, security, uptime, and redirects. Troubleshoot browser errors and issues, Search Console errors, 404s, etc. Improve page performance, usability, and loading times across all devices.
• Continually optimize for SEO and Conversion Rate Optimization (CRO)
• Conduct basic front-end design, page building, and content presentation. Design resources are available for more complex design projects and developer resources are available for customized development.
• Create compelling web copy and positioning to drive engagement and leads for AGB content offerings, membership leads, event registrations, services leads, and general AGB information.
• Oversee creative asset quality control. Update and enhance digital collateral including sales tools, book catalogs, case studies, etc.
• Manage video assets, including design/editing of video that will appear on the website.
• Manage YouTube channel.
• Oversee Web Manager.
• Collaborate with VP, Marketing & Strategic Communications to ensure alignment with organizational mission and priorities. Report on metrics, projects, and priorities to the VP, Marketing & Strategic Communications.

Qualifications

• Bachelor’s degree from an accredited college or university. Advanced degree preferred.
• Seven + years of experience in website ownership and content publishing.
• Background in marketing or communications, and excellent analytical, written, and interpersonal communication skills.
• Deep familiarity with WordPress backend structure, development, and content tagging
• UX expertise.
• Experience in data management/integrations between WordPress and HubSpot or other marketing automation/CRM systems.
• Expertise with Google properties (Google Analytics, Search Console, Tag Manager).
• Proficient in HTML, CSS, and JavaScript and CRM platforms.
• Knowledge of SEO principles and best practices.
• Proficient in Microsoft Office applications (Excel, Word, PowerPoint, Outlook).
• Proven ability to manage long-range projects and meet short term goals.
• Proven ability to work independently and collaboratively as part of teams.
• Experience using design software for digital collateral updates and limited design work highly preferred.
• Experience in governance or higher education is highly valued.
Please note this position description does not cover or contain a fully comprehensive listing of duties or responsibilities that are required of the employee in this role. Duties, responsibilities and activities may change at any time with or without notice.

AGB is an equal opportunity employer and qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.

**To apply:**  External applicants should email letter of interest that includes your experience relative to the position, and your salary expectations, along with resume to employment@agb.org.  
No phone calls, please.