

Position Announcement
(May 8, 2025)

DIRECTOR, DIGITAL EXPERIENCE

Reports to Megann Clarke, Associate Vice President, Marketing and Digital Experience

***Pay Grade: 6 / Job Level: Leader 1**

Grade Minimum (\$96,000) Grade Midpoint (\$120,000) Grade Maximum (\$144,000)

**Compensation will be determined based on relevant experience, the annual compensation budget, and the overall pay philosophy and practices of AGB.*

The Association of Governing Boards of Universities and Colleges (AGB) has a career opportunity for a Director, Digital Experience.

Are you passionate about transforming content into digital experiences that engage, inform, and inspire? AGB seeks a **Director, Digital Experience** to lead our digital storytelling, manage AGB.org's user experience, and own our social media strategy.

The Director, Digital Experience is a strategic, hands-on role responsible for transforming AGB's thought leadership, programs, and services into compelling digital experiences that engage members and grow the association's influence. Reporting to the Associate Vice President Marketing and Digital Experience, this role is a key contributor to AGB's digital strategy, leading content-driven engagement across AGB.org, social media, and other digital platforms.

The director will own AGB's social media strategy with a focus on LinkedIn, manage digital storytelling efforts, and collaborate cross-functionally to ensure AGB.org is optimized for member experience, lead generation, and content delivery. The role also serves as a key partner in executing the organization's digital roadmap and managing integrations between AGB.org and key organizational platforms.

Key Responsibilities

Digital Content & Storytelling

- Collaborate with internal teams to translate AGB's thought leadership and resources into dynamic digital content experiences.
- Collaborate with internal teams to align digital content with strategic goals.
- Identify and recommend digital formats (interactive tools, video, infographics) to increase engagement and member value.
- Create and execute a content repurposing strategy that extends the value and reach of AGB's programs, publications, webinars, and events.
- AGB.org and Digital Experience Management

- Collaborate with the Associate Vice President to execute the digital roadmap, driving continuous improvements in AGB's digital platforms.
- Manage AGB.org content strategy, user experience enhancements, SEO, and ADA compliance.
- Partner with Marketing and Member Solutions teams to create digital journeys that nurture prospects and deepen member engagement.
- Coordinate website updates, tagging, and digital publishing in partnership with the Web Associate.
- Monitor web analytics and user behavior to recommend optimizations that improve engagement and conversion.

Collaboration & Brand Alignment

- Work closely with content, consulting, membership, and programs teams to align digital content and messaging with AGB's strategic priorities.
- Ensure brand voice, visual identity, and style guide adherence across digital platforms.
- Contribute to a culture of digital innovation and continuous improvement.

Social Media Leadership

- Lead social media strategy and execution, focusing on LinkedIn engagement.
- Monitor social trends and recommend innovations, including video storytelling and executive visibility.
- Manage AGB.org content strategy, UX, SEO, and digital platform integrations.
- Supervise the Web Associate.

Qualifications

- Bachelor's degree in marketing, communications, digital media, or related field
- 7+ years in digital content marketing, UX, or digital product management
- Demonstrated expertise in managing a content-rich website, digital campaigns, and social media channels (especially LinkedIn).
- Strong understanding of user experience (UX), SEO, accessibility (ADA), and conversion rate optimization (CRO).
- Experience managing or collaborating on platform integrations (CRM, CMS, marketing automation).
- Excellent writing, editing, and digital storytelling skills.
- Hands-on experience with content management systems (WordPress preferred), Google Analytics, and social media management tools.
- Collaborative, innovative mindset with a data-driven approach
- Experience working in a marketing agency environment

The Organization

At the Association of Governing Boards of Universities and Colleges (AGB), we believe in the power of higher education to transform lives, strengthen inclusive democracy, and support a thriving society. We believe that strong higher education starts with great governing boards. AGB provides advocacy, leading practices, educational resources, expert support, and renowned programs that advance board excellence for 40,000 AGB members from more than 2,000 institutions and foundations. For more than 100 years, AGB has been the trusted authority for board members, chief executives, board professionals, and key administrators on higher education governance and leadership. Learn more at AGB.org.

AGB is a hybrid workplace. Employees are expected to spend a minimum of two (2) days per week in our headquarter office in downtown Washington D.C. Applicants should reside in the District of Columbia, Virginia, or Maryland and within a reasonable commuting distance to downtown Washington D.C.

Equal Opportunity Employer

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.

In compliance with the Americans with Disabilities Act (ADA), the following is provided: The position involves skill in using a computer and/or laptop; oral and written communication skills; skills in proofreading and editing; use of clear and articulate speech; interpersonal relations skills; reasoning and problem solving skills; ability to work in a fast-paced environment; ability to sit for long periods, stoop, bend, reach and carry light materials (up to 10 lbs.); and ability to travel by various methods of transportation (e.g., airplane, car).

AGB and AGB Search employees who meet the qualifications outlined above are encouraged to apply. AGB and AGB Search employees are required to inform your current manager of your intention to apply. Submit a cover letter and recent resume to Larry L. Robertson, SVP, and Chief People officer.

Referrals are welcome and will receive priority consideration. Please advise colleagues in your professional network to send their application materials (resume and cover letter including your name) to:

Larry L. Robertson
SVP, Chief People Officer
Employment@agb.org