

POSITION DESCRIPTION

Position Title: Director, Digital Operations
Department: Marketing & Communications
Reports To: VP, Marketing & Communication
FLSA Status: Exempt
Supervises: Manager, Website Maintenance and Manager, Data Integrity & Analytics
Effective Date: March 1, 2021

General Description:

Leads the Marketing and Communications, Digital Operations division. Maintains operation of AASLD's digital properties and database management functions. Oversees the development of strategic and technical implementation plans to ensure AASLD digital activities align with industry best practices, leverages, and maintains, quality data to inform optimization, and measures effectiveness of AASLD digital programs and content. The Director, Digital Operations manages and develops the Manager, Website Maintenance and the Manager, Data Integrity & Analytics. They are responsible for keeping AASLD's digital ecosystem comprehensive and clean – ensuring all new activities align with the Association's digital strategy and scale accordingly.

Key Responsibilities:

Leadership:

- Manages development staff and provides leadership and mentoring; evaluates performance and determines work assignments, methods, and priorities.
- Collaborates with peers to develop and present data insights and recommend strategies.
- Possesses creative and analytical thinking skills, including the ability to anticipate and identify opportunities and develop plans to pursue them.
- Works effectively with minimal supervision in a deadline-driven environment.

Data Analysis:

- Supports AASLD departments with functional software applications including Raiser's Edge, accounting systems, membership dues processing, and meeting registrations.
- Creates visualizations that show the performance of marketing campaigns, online education programs, and other digital content performance.
- Pulls, processes, and cleans data for analysis and strategic decision making.
- Engineers' data pipelines and automations to build data repositories.
- Updates and refines data dashboards.
- Oversees programming changes to the AMS to ensure compliance to new practices.
- Conducts programming activities to ensure proper data flow when needed.
- Analyzes and reports on paid media campaign data and performance.

Website Support

- Works with all departments and project teams to maintain daily awareness of upcoming needs to strategize for online implementation.
- Maintains AASLD websites and applications to capture the right data.
- Provides content guidance and strategic direction for website updates.
- Ensures web properties are consistent and updated using industry best practices.

Management and Other Duties:

- Assigns projects and tasks to appropriate staff members.
- Manages leave requests to ensure sufficient department staffing.
- Attends leadership meetings as required.
- Manages vendors and contracts and maintains budget awareness.

Other duties as assigned.

Budget:

- Develops department budgets and has spending authority for significant expenses
- Manages the organization's resources within budget parameters.

Education and Experience

- Requires a bachelor's degree and either advanced degree or certification.
- Requires 6-8 years of experience in a similar role, plus 2+ years management experience.

Skills Needed in Position

- Background in enterprise-level strategic deployments and database management.
- Strong proficiency in data analysis and visualization.
- Experience in website information architecture and search engine optimization best practices.
- Thorough knowledge of employment-related laws and regulations, such as GDPR.
- Proficiency with media buying platforms (e.g., Google Ads, Facebook Ads Manager), Google Analytics, and Microsoft Excel.
- Communication skills: Skill in clearly and effectively communicating ideas verbally and in writing, including the ability to edit the writing of others. Commitment to keeping stakeholders informed.
- Strategic thinking and problem-solving skills: skill in anticipating future consequences and trends, making decisions congruent with the organization's strategic direction, mission, and goals, and developing new approaches to solve problems or improve processes.
- Planning and organizing skills: skill in determining priorities, developing plans to assure the achievement of objectives, and allocating time and resources effectively.
- Supervisory/management skills: skill in setting clear performance objectives and directions; delegating appropriately; and providing clear, behaviorally specific performance feedback, effective coaching, and development opportunities.
- Customer service skills: Skill in providing the highest quality products and services that meet or exceed the needs and requirements of internal and external customers.
- Interpersonal skills and emotional intelligence: Skill in building and maintaining effective interpersonal and team relationships with a diverse network of colleagues inside and outside the organization, and with other relevant individuals with whom the organization works (members, the media, other organizations, funders etc.)

The above statements are intended to describe the general nature and level of work being performed by most people assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and requirements. Duties and responsibilities may be changed or expanded at any time to accommodate the needs of AASLD.