Job Description

Job Title: Director of Digital Strategy
Department: Audience & Community
Reports To: SVP of Audience & Community
Classification: Regular Full-Time
FLSA Status: Salary Exempt
Work Location: Colchester, Vermont
Cellular Phone Reimbursement Eligible: Yes
Prepared Date: July 2022

Summary
The Director of Digital Strategy oversees digital efforts across the organization, setting a vision for how to reach our new and existing audiences in new and emerging platforms. The Director of Digital Strategy serves as Vermont Public’s in-house expert on how the organization should leverage emerging digital media trends.

Essential Duties & Responsibilities

- Work closely with our content team to build distribution plans to get our content in front of our existing audience as well as new and diverse audiences through our owned channels.
- Provide guidance to the digital team as they work to build the new organization’s digital presence including front and back-end development of the website and social media platforms—prioritizing ease of use, accessibility, and brand consistency.
- Provide creative direction for the organization’s website overseeing content, design, and ongoing maintenance as well as establishing content lifecycle.
- Implement standardized web and digital communications policies and procedures.
- Develop and distribute communications reports, including benchmarks, analytics, and digital outreach strategy.
- Technology
- Oversee the team responsible for identifying and resolving technical issues on vermontpublic.org and across all online platforms.
- Work with representatives from the Development Department to expand and streamline online donation and membership services.
- Provide technical support for all digital media and online projects, including virtual and live-streamed public programs, digital content creation, exhibition and public program documentation, and online-exclusive programming.
With Information Technology department, serve as administrator of the organization’s onsite server, including the development and deployment of database structure and best practices.

Resolve technical issues with information technology utility and service providers, with special focus on optimizing internet, server, and website performance.

General
  - Maintain records relevant to the role (including digital and physical files) for archival and future planning purposes. Document processes and procedures as needed.
  - Track and maintain relevant budgets

EXCELLENCE IN THIS ORGANIZATION

- A high level of commitment and dedication to the mission of the organization and public media.
- Ability to cultivate and develop inclusive and equitable working relationships with co-workers and audience, supporting and enhancing a culture of belonging.
- Preserving confidentiality appropriately.
- Serving as an excellent ambassador for the organization, both formally and informally. Helping listeners, potential listeners, donors, and potential donors connect with the organization.
- Facilitating excellent communications across departments, among employees, and with the public. Fostering open and candid relationships with VPR/Vermont PBS listeners and donors. Managing conflict constructively.
- Demonstrating a commitment to the continuous improvement of the organization’s ability to fulfill its mission and vision.
- Demonstrating and encouraging creativity and enthusiasm for this work.
- Expressing consistent, high-performance expectations for themselves, their department, the leadership, and the organization itself.
- Developing a broad understanding of the organization’s departments, programs, and services to assist donors, collaborate effectively with peers, ensure respectful communication and teamwork among departments.

Supervisory Responsibilities:

- Social Media Specialist
- Administrator of Digital Platforms
- Digital Services Specialist II
Position Requirements

Education and Experience

6+ years digital and on-demand experience. Bachelor’s degree or equivalent work experience. Strong understanding and experience using a wide range of digital demand generation tactics (email, SEO, Paid Social, Display, Website). Experience building out campaigns at all levels of the audience journey – from organization awareness to advocacy. Solid track record of building relationships and collaborating at all levels of the organization. Ability to work independently, paired with a desire to learn and grow. An influencer and a strategic marketer. Strong verbal, written and interpersonal communication skills. Strong analytical and problem-solving skills. Advanced knowledge of best practices in email campaign and social media management. Knowledge of SEM and SEO, Google AdWords, and results-oriented reporting including Google Analytics. Proficiency in HTML and CSS; intermediate knowledge of additional programming languages a plus.

Experience in front end web development and/or user experience design is desirable. Database management and server-side development are a plus. Broad and demonstrated familiarity with Content Management Systems (CMS). Proficiency in Adobe Creative Suite and Google Suite required, experience with cloud storage and project management software desirable. Intermediate experience in audio and video production software is desirable. Broad understanding of responsive web design and web accessibility best practices. Demonstrated experience working closely with designers, developers, and other technical collaborators. Genuine knowledge of and interest in public media. Upholds and advances the organization’s commitment to diversity, equity, and inclusion in all facets of Vermont Public’s work.

Working Conditions

Work is normally performed in a climate-controlled office environment with moderate noise levels (computers, telephones, etc.). No known environmental hazards are encountered in the normal performance of job duties. If applicable: Must hold a valid driver’s license to drive company vehicle, as necessary. Working conditions may vary outside the office and for jobs in production, maintenance, and engineering.
Physical Demands

Work involves standing and walking for brief periods, bending, and filing, but most duties are from a seated position. There is potential for eyestrain from reading detailed materials on and computer screen. Deadlines, workloads during peak periods, and changing priorities may cause increased stress levels. Work requires finger dexterity and eye-hand coordination to operate computer keyboards at a moderate skill level.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Please note: This is not an all-encompassing statement of this position’s responsibilities. While it attempts to be comprehensive, new responsibilities may be assigned to this position at any time.

Vermont Public is a proud equal-opportunity employer. We work diligently to recruit a broad pool of candidates and to hire and promote qualified individuals whose personal experiences, characteristics, and talents reasonably reflect the diversity of the communities served by Vermont Public. Our equal employment opportunities apply to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training. We encourage applications from women, minority groups, veterans, and people with disabilities.