



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

DIGITAL EXPERIENCE DIRECTOR

Job Description

Department: Marketing
FLSA/Job Point: Exempt/505
Revised Date: February 2022

General Function:

Under the supervision of the Executive Director of Marketing and Communications and in harmony with the mission and purpose of the established policies and goals of the YMCA, the Digital Experience Director is responsible for leading the successful strategy, development and management of multi-channel digital marketing including, but not limited to online, mobile, social, email, text, search, display, interactive, platform integration and digital content development. This key role is responsible for owning and managing all YMCAVP digital properties through the following four phases: Strategy, customer requirements and roadmap development; UX design and delivery; Content, performance, and optimization; E-commerce and conversion.

Qualifications:

1. Bachelor's degree in integrated marketing, communication technology, new media, or relevant field of study preferred.
2. Four or more years of successful experience in multi-channel digital marketing, web design and management, analytics, content development with a deep understanding of the intersection of media, marketing, and technology.
3. An expert in identifying, implementing, and working with the latest marketing technologies, enterprise application, bringing integrated multi-phased marketing efforts to life and achieving goals.
4. Proven ability to be an innovative, creative, proactive, and self-directed team player who works in a fast-paced environment and meets deadlines.
5. In-depth knowledge in effective use of major social media platforms, analytics, tag management, ad management, a variety of CMS, HTML, Adobe Creative Suite and Microsoft Office; Drupal experience preferred.
6. Excellent written, verbal, and visual communication skills including ability to compose content, write and edit compelling stories, draft statements of work, develop RFPs, scope of service and complex business correspondence.
7. Experience in marketing planning, strategy and workflows, business process design, behavioral marketing, and data mining and analysis.
8. Advanced experience with Microsoft products including Word, Excel, and Power Point.
9. Ability to manage multiple tasks at one time.
10. Ability to effectively communicate with staff members at all levels.
11. Certification in CPR/ First Aid/AED/02 required within 60 days of hire.
12. Complete and maintain required trainings to include New Employee Orientation (NEO), Bloodborne Pathogens, Child Abuse Prevention (CAP), and Sexual Harassment.
13. Satisfactory completion of a criminal background check and Child Protective Services check.



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Essential Functions:

Enterprise Digital Marketing and E-Commerce

- Managing all digital properties (web, email, social, mobile) to coordinate with center-specific campaigns and initiatives.
- Lead and manage evolution of member and participant digital journey map to increase online sales.
- Create, direct, and execute a cohesive strategy and comprehensive calendar for digital marketing, marketing technology, content creation and web management.
- Manage content distribution to online channels and social media platforms to increase web traffic.
- Work with centers to plan, create, and implement targeted digital campaigns/events/initiatives in a strategic manner to broaden the local appeal for the Y.
- Serve as the point person for all center content on the website to be properly updated and maintained in a timely fashion. Establish the website as a “go to” resource for all members and staff with real-time content (events, promotions, blogs, etc.).
- Identify, manage, create, and publish high quality digital content including email, video, story banks, website, and social media.
- Serve as liaison with program lines (Child Care, Wellness, Sports, Membership, Development, and Aquatics etc.) at centers for all marketing and communications opportunities to prepare for promotion via web, email, onsite digital, social media, and mobile.
- Foster a collaborative team environment between marketing and Y center teams.
- Establish the baseline digital experience; work cross-functionally to align and mobilize the entire experience.
- Lead and manage content distribution to online channels and social media platforms to increase web traffic.
- Manage the user experience of the website including site navigation, content development, checkout funnel and promotional campaigns.
- Stay up to date on the newest trends, tools, and insights within digital marketing, serve as a marketing technology resource and advocate across the organization to optimize plans based on these insights.
- Articulate, prioritize, lead, and implement a future vision for the digital space that aligns marketing technology with strategic goals, improves processes and performance, streamlines technology, and crafts new digital business models.

Insights

- Set, manage, report, evaluate and achieve analytics benchmarks and goals.
- Manage external partners/vendors to ensure alignment with project expectations.
- Capture and report on digital metrics such as Google Analytics, AdWords, etc.
- Translate internal and external consumer data into actionable insights.
- Contribute to and maintain a professional work environment by demonstrating integrity, promoting teamwork, and fostering positive communication.



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YMCA Competencies (Team Leader):

- Engaging Community, Communication & Influence, Inclusion, Collaboration, Emotional Maturity, Critical Thinking & Decision Making, Developing Self & Others, Philanthropy

Skills and Ability Requirements:

1. Ability to read, analyze and interpret documents.
2. Ability to respond effectively to inquiries or complaints.
3. Ability to apply mathematical concepts to practical situations.
4. Ability to meet the physical demands of this position, which include mobility for travel to conferences, touring facilities, properties and participating in promotional and special events sponsored by the Association.

To apply please visit: [Employment | YMCA of the Virginia Peninsulas \(ymcavp.org\)](https://ymcavp.org). Salary range is \$46,000.00-\$50,000.00. For questions please email Carla.heuss@ymcavp.org