

<b>POSITION:</b>	Digital Director
<b>RESPONSIBILITIES:</b>	The Digital Director is an experienced, results-driven technology leader who encompasses strong analytical skills with a passion for digital marketing and driving member engagement across all digital channels. The Digital Director is responsible for developing and executing a comprehensive digital communications strategy for Kappa Kappa Gamma that puts users' needs at the forefront while also ensuring the organization's goals and objectives are met.
<b>QUALIFICATIONS AND SKILLS:</b>	<p>A bachelor's degree with an emphasis on digital, marketing and communications or a related field. An advanced degree or experience is a plus. 7-10 years of proven digital marketing success as well as demonstrated skills, knowledge, and experience in the analyzation, integration and execution of all digital content.</p> <p>He or she should be an expert in UX (user experience) design, have proven in-depth knowledge of the digital marketing world, be a collaborative leader with cross-functional teams and partners, have excellent verbal and written communication skills, be flexible in adapting to new technologies and environments, be proficient with digital analytics, and maintain an ability to work on multiple projects simultaneously in a lean, yet complex, team environment.</p> <p>Candidates should have experience working with a CMS (content management system) and email marketing software. Knowledge of HTML is a plus. Some photo editing and/or digital design skills and experience with Adobe Creative Suite is preferred.</p>
<b>DUTIES DESCRIPTION</b>	
Build out a clear, comprehensive digital communications strategy to drive brand awareness, member engagement and loyalty that puts users' needs at the forefront while also ensuring the organization's goals and objectives are met.	
Partner with a multilayer team, inclusive of outside consultants, on complex digital projects while ensuring quality, consistency and cohesiveness across all digital content.	
Create and measure digital creative communications and campaigns for audiences across all digital platforms with the intention to constantly improve the quality of each user's interaction with and perception of the services of the organization.	
Drive loyalty to Kappa Kappa Gamma at large by helping members and potential new members see and act on the benefits of Kappa.	
Attend staff and department meetings/calls. Travel as needed.	
Other duties as assigned.	