



Title: Associate Director, Digital Strategy & Innovation

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Work Location: Minneapolis, Minnesota,

Description

Great People. Great Mission. Great Location.

Are you looking to surround yourself by 180+ fun, energetic, and hard-working people who are dedicated to helping more than 34,000 neurologist members worldwide provide the best possible care for their patients with brain diseases like multiple sclerosis, epilepsy, Parkinson's, migraine, Alzheimer's, and others? Do you relish the idea of working in a beautiful new office building in downtown Minneapolis's exciting and vibrant Mill District, just steps from the light rail, major bus lines, walking/biking paths, and countless dining and entertainment options? Your search just ended.

The American Academy of Neurology is actively looking for an Associate Director of Digital Strategy & Innovation. We are searching for an innovator tasked with developing and managing the vision, strategy, and development roadmap for the AAN's digital channels, including web platforms, digital marketing, video production, voice strategy, and mobile technologies. This role oversees all governance, policies, and procedures for AAN's digital platforms and advises vendors and other departments. The AAN is seeking a leader who is passionate about emerging technology and trends and driven by delivering the best interactive user experience.

Job Description:

Associate Director, Digital Strategy & Innovation

The Associate Director, Digital Strategy & Innovation, sets the strategic vision for digital strategy and digital transformation. This position is responsible for web platforms, digital marketing, email marketing, social media, SEO, video production, voice strategy, and mobile technologies. This digital thought leader is tasked with leveraging new technology to deliver an exceptional user experience on all digital platforms through dynamic content development, highest-quality software, usability testing, and the identification and implementation of emerging digital trends to support the business objectives of the organization.

Primary Duties:

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- Oversees all AAN digital initiatives including web platforms, website redesigns, online personalization, SEO, digital marketing, social media, email marketing, and elastic search.
 - Defines the strategic vision for digital delivery across desktop, mobile, tablet, and emerging technologies.
 - Determines and reports to leadership on AAN's digital Key Performance Indicators (KPIs) and manages budget for all digital initiatives and resources.
 - Sets digital team priorities, quality assurance standards, new projects, and manages client relationships.
 - Oversees all governance, policies, and procedures for all website and digital communications and advises vendors and other departments.
 - Leads digital team to ensure content and technical updates to Academy websites, mobile websites, website applications, native mobile apps, podcasts, videos, social media, and other digital platforms is relevant, timely, accurate, and follow AAN styles and standards to preserve the integrity of user experience.
 - Provides strategic recommendations and ongoing analytics to drive data-driven decision making and direction.
 - Serves as staff liaison for the Digital Strategy Subcommittee.
 - Identifies emerging technology and content trends to ensure best possible interactive user experience.

Required Skills

Education: Bachelor's degree or equivalent

Experience: 3-5 years of related professional experience

Skills:

- Must be proficient in MS Word and Excel
- Must be proficient in PowerPoint
- Excellent verbal and written communication skills
- Ability to handle multiple projects simultaneously
- Strong organizational skills
- Strong attention to detail
- Ability to develop and maintain strong professional relationships with internal clients
- Strong analytical and problem-solving skills

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- Ability to handle confidential information
 - Demonstrated supervisory skills
 - Must be proficient in Content Management Systems; preferably EPiServer
 - Understands emerging digital content delivery systems
 - Superior digital content writing, copyediting, research, organization, and proofreading skills
 - Experience setting digital goals
 - Proven ability to meet tight deadlines
 - Flexible team player able to handle fast-paced environment and multiple assignments
 - Knowledgeable in Google Analytics and other analytics software
 - Understanding and experience using social media platforms, including Facebook, Twitter, Google+, LinkedIn, and Instagram
 - Previous experience in health care a plus

Supervisory Responsibilities: Manages a Department of Function

Travel Requirements: Some travel required

Department: Digital Development

Division: Technology

Benefits

Great Benefits:

If our great people, great mission, and great location weren't enough, we offer great benefits that work as hard for you as you do for us.

- Twenty-two days of paid personal time off (PTO) in the first year
- Twelve paid holidays per year in addition to PTO
- Company contribution of 10.5% to employee 401K retirement savings account
- Medical insurance (free employee coverage)
- Dental insurance (free employee coverage)
- Life and AD&D insurance
- Long-term disability insurance
- Short-term disability insurance

- Travel insurance
- Flexible spending plan
- Tuition reimbursement
- Parking Subsidy
- On-site workout facility

Kind: Full Time

Level: Director

Apply

Please submit the application as soon as possible, a tentative deadline is May 30, 2018.

All candidates should apply via our website at: <https://www.aan.com/AAN-Resources/Details/about-the-aan/work-at-the-aan/>

All resumes that do not arrive via our website will be delete and not included in the applicant pool to comply with affirmative action requirement. Please check all our open positions at www.aan.com

American Academy of Neurology

201 Chicago Avenue

Minneapolis, MN 55415

www.aan.com

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The American Academy of Neurology is an equal opportunity employer.

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