



Director of Website Experience

Part of the AMA Chicago (AMAC) Communications team, the **Director of Website Experience** is responsible for the development, implementation and maintenance of the design and infrastructure utilized for the AMAC website. Identifies and monitors web traffic and performance to report on relevant marketing metrics and prevent and resolve issues. Works in alignment with AMAC digital marketing content and strategies to help ensure the site provides content and functionality in support of AMAC brand consistency and maximum delivery of AMAC marketing objectives.

Main Responsibilities for the Director of Website Experience:

- Work with internal teams to help define strategy, content and features for design of the AMAC website and/or applications
- As required, develop user interface documents, mock-ups, and prototypes in conjunction with any outside contract designers to provide enhanced and usable series of applications
- Create new website pages and update existing pages as necessary
- Coordinate website functions, monitor website activities and incorporate new techniques per AMAC Board direction and budget allocations
- Manage website audit in collaboration with any outside contractor(s) regarding website UX and taxonomy analysis and development
- Test, launch and maintain web application and forms
- Analyze any user requirements and information related to the development of various web applications to determine the best workflow and approach to a user experience within the application
- Interact with relevant AMAC teams and any outside contractors to resolve problems and stays abreast of new updates
- Manage the design, development, and maintenance of general web architecture, web infrastructure and applications
- Collaborate with appropriate AMAC teams to establish, promote, and enforce design, brand and site guidelines
- Monitor and report on website analytics including web traffic and performance as part of the AMAC analytic stack to inform and improve marketing strategies and objectives
- Ensure compliance with applicable legal requirements and AMAC policies on website usage, standards and security
- Maintains knowledge of current technology and supporting web systems
- Help identify and improve AMAC production processes to improve delivery of AMAC marketing efforts
- Work closely with other relevant AMAC volunteer groups in the creation and implementation of marketing campaigns
- Consult with Director of Volunteers to secure email team volunteer resources as required
- Attend AMAC Board meetings
- Attend AMAC events when possible
- Participate in other AMAC projects as required

Top Three Requirements for the Director of Website Experience:

- Proficient in brand design and web development
- Excellent communication and creative thinking skills, with an ability to use data to inform marketing decisions
- Ability to deliver work and thrive in a fast-paced, volunteer-based work environment

Time Commitment:

- Minimum of 5 hours per week