



Associate Director, Website Experience

Part of the AMA Chicago (AMAC) Communications team, the **Associate Director, Website Experience** takes ownership of the most important visual brand asset of the organization. They are responsible for the development, implementation and maintenance of the visual design, UX, and admin infrastructure of the website. This is a 6-month position that is designed to encourage transition to the Director, Website Experience as a full board position.

Main Responsibilities for the Associate Director, Website Experience:

- Work with internal teams to help define strategy, content and features for design of the AMAC website
- Develop or oversee page prototypes to provide enhanced usability and maintain best practices in website design
- Direct the website administrator in the creation of new content and oversee the update of existing pages/content as necessary
- Recommend and/or implement budget allocations
- Maintain a strong mental model that determines a best practices approach to the user experience
- Interact with relevant AMAC teams and any outside contractors to resolve problems on a timely basis and stay abreast of content updates, including the creation and implementation of marketing campaigns as required
- Collaborate with appropriate AMAC teams to establish, promote, and enforce design, brand and site guidelines
- Monitor website analytics to inform and improve marketing strategies and objectives
- Ensure compliance with applicable legal requirements and manage quarterly site maintenance with outside contractors
- Consistently identify and improve production processes to improve delivery of marketing efforts
- Attend weekly Communication team meetings (dial-in)
- Attend a minimum of 4-5 AMAC events throughout the fiscal year

Top Three Requirements for the Associate Director, Website Experience:

- Proficiency in interpreting brand guidelines and designing for UI and/or UX
- Excellent communication, art direction and critical 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:

- 5 hours per week