



## **AIGA Dallas Director of Digital Engagement**

*Minimum Tenure: 2 years*

*Maximum Tenure: 4 years*

### **Role Purpose**

The Director of Digital Engagement oversees the execution and performance of AIGA Dallas's digital presence. This role ensures that content, platforms, and tools are actively managed, visually cohesive, engaging, and informed by data. The Director translates communications strategy into measurable digital impact across all online channels.

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### **Core Responsibilities**

- Manage and maintain the AIGA Dallas WordPress website, ensuring timely updates, accuracy, accessibility, and brand consistency
  - Oversee scheduling and publishing across Instagram, LinkedIn, and Facebook using Buffer
  - Manage and optimize Linktree and related engagement tools
  - Oversee the look, feel, and functionality of the AIGA Dallas online shop, ensuring consistency across product images, descriptions, and layout
  - Partner with the team to create and manage events on Eventbrite, including cross-posting to the website
  - Support the creation and scheduling of email campaigns in Mailchimp, including layout, graphics, and timing
  - Design and/or edit branded digital graphics aligned with AIGA visual standards
  - Ensure quick, accurate turnaround of digital content and updates
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### **Analytics & Performance Tracking**

- Monitor and track digital analytics across key platforms, including:
  - Website traffic and engagement (Google Analytics or WordPress analytics)
  - Social media performance (reach, engagement, growth)
  - Email campaign performance (open rates, click-through rates)
- Provide monthly high-level insights to the Director of Communications and Board, highlighting:
  - What content is performing well
  - Opportunities for improvement



- Trends that may impact programming, marketing, or engagement
  - Use analytics to inform content strategy, scheduling decisions, and platform optimization
  - Support data-driven decision-making for event promotion and community engagement
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### **Leadership & Oversight**

- Oversees the Social Media Chair and Marketing Chair, ensuring cohesive execution across platforms
  - Provides guidance on content creation, scheduling, and digital best practices
  - Works in close partnership with the Director of Communications to align execution with overall messaging, goals, and strategy
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### **Collaboration & Reporting**

- Collaborates regularly with the Director of Communications on priorities, timelines, and performance insights
  - Works with Program Chairs to ensure events and initiatives are effectively represented online
  - Provides periodic digital performance updates to the Board
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### **Time Commitment**

- Weekly: Approximately 4–6 hours (varies based on scheduling, content volume, and events)
  - Attendance at annual planning meetings and monthly board meetings (required)
  - Increased involvement before, during, and after events
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### **Skills & Traits**

- Strong digital marketing and platform management experience



- Comfort with analytics tools (Google Analytics, social platform insights, email metrics)
  - Ability to turn assets into engaging, platform-appropriate content
  - Copywriting and storytelling skills are a strong plus
  - Detail-oriented with strong follow-through
  - Organized, proactive, and collaborative
  - Self-motivated and comfortable working remotely
  - Possesses cross-cultural literacy
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### **Measures of Success**

- Digital platforms are current, cohesive, and consistently updated
- Analytics are reviewed regularly and used to guide decisions
- Improved engagement, reach, and traffic across platforms
- Event promotions are supported by clear data and insights
- Strong alignment between digital execution and communications strategy
- Board and Program Chairs feel supported with timely, effective digital promotion