



Example of Director, Digital Strategy Job Description

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Our growing company is searching for experienced candidates for the position of director, digital strategy. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for director, digital strategy

- Continually reviews emerging technologies, platforms and innovations
 - Establishes relevant metrics, develops reports, and provides analysis of digital engagement performance to evaluate existing and future strategies
 - Manages relationships with external vendors
 - Cultivates and supports volunteers involved with communications activities
 - Instil client confidence through relevant subject matter expertise and industry knowledge
 - Provide domain expertise in product management, web, data, mobile, and social, and use this expertise to drive innovative solutions to a range of digital needs across the organization
 - Play a key role in helping to lead and manage ADAPT (Alumni and Development Platform Transformation), SAA and OOD's multi-year project to convert the existing alumni and donor database and implement a new technology platform that builds on a Salesforce CRM
 - Manage and work as part of a small digital team that provides strategic partnerships for internal client groups, advising on effective digital strategies to meet various OOD programs' short and longer-term goals, and frequently takes the lead in developing digital products
 - Ensure compliance with university policy and federal and state regulations
 - Participate in in cross-campus networks and workgroups, helping to establish Stanford-wide best practices, policies, and processes on relevant topics (e.g., social media, web, and data governance)
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- Generally requires 10 plus years of related experience in customer service, customer strategy, social media, analytics, or metrics & reporting
- Bachelor's degree in Business, Marketing, Communications, Finance or a related field
- Advanced degree in mathematics, statistics, and computer science is a strong plus or Master's degree in related field
- Recognized as a strategic and technical operating professional
- Managing in a matrix organization and new technology evaluation
- Ability to leverage knowledge to anticipate a wide range of future needs and opportunities and facilitates development of complex solutions