ecoAmerica
start with people

JOB TITLE: Digital Technology Manager
DEPARTMENT: MomentUs
REPORTS TO: Chief Engagement Officer
EFFECTIVE DATE: December 2012

ORGANIZATION & PROGRAM BACKGROUND

ecoAmerica is a 501(c)(3) non-profit that uses consumer research and strategic partnerships to create large-scale engagement programs that build awareness, understanding and action for climate and sustainability solutions among mainstream Americans. Founded in 2005, we have a core expertise in consumer marketing and focus on building the base for climate and sustainability solutions by connecting them to the core values and day-to-day concerns of Americans. Further information on our organization and programs is available at www.ecoamerica.org.

MomentUs is a new strategic organizing initiative that will focus on the visible impacts of climate change to engage the American public in preparedness and mitigation. It will help catalyze a game-changing increase in institutional and public support to help America become better prepared to minimize the risks and maximize opportunities of our changing climate. **MomentUs** will create and support a diverse, inclusive network of organizations from local to national levels across America, and build leadership and collaboration on climate solutions among seven sectors: business, health, faith/conservatives, higher education, "green," and municipalities. It will employ research and engage network of leaders to implement a broad, principles-based campaign to build support for climate policy.

POSITION SUMMARY (Short summary of the essential purpose of the job)

The Digital Technology Manager works collaboratively with Chief Engagement Officer and marketing and program staff, and is responsible for the project and product management of the design, build, and maintenance phases of the MomentUs website, several sector-specific microsites, online presences, and digital communications. The Digital Technology Manager creates and manages the process of updating the content and functionality of all online presences; ensuring optimal technical and visual design, navigation, functionality, accessibility, ease, and efficiency for key internal and external stakeholders. The Digital Technology Manager supports the back end of all online platforms including ensuring the sites, security, systems, databases, content management systems, hosting, and other technical aspects are working, including trouble-shooting and fixing problems when then occur. This position also creates and manages performance analysis and reporting for all online and digital presences.

ESSENTIAL DUTIES AND RESPONSIBILITIES (Duties that occupy a major portion of time and importance in the job):

Develop online presences and digital communication platforms/tools

- Project manages the design and build phases of all digital communications and tools including developing and managing the process for these phases, and meeting milestones from ideation through to launch.
- Collaborates with internal staff to establish and deliver on agreed upon strategies, requirements, plans, and next steps. Formalizes all of the aforementioned in written form.
- Researches, recommends, and implements best practices and solutions for all digital communications (including but not limited to hosting, e-mail list servers, online widgets, security, permissions, content management systems, QA, databases, redundancy).

Product manage all digital communications

- Manages the launch and ongoing product management, ensuring functionality at or exceeding agreed-upon specifications and branding guidelines.
- Manages content, in collaboration with internal staff and external stakeholders. This includes training staff and stakeholders on content management system. This may also include making direct updates, proactively soliciting updates, and setting and managing update processes, guidelines, schedules, and logging of updates.
- Ensures the accessibility and effective online marketing of website content through traditional search engine optimization practices.
- Recommends, develops, and programs new website functionality as appropriate.
- Ensures proper operation and functionality of the website, diagnosing and resolving problems appropriately.
- Maintains registration, permissions, and appropriate domain names.
- Serves as the primary point of contact for all users and digital communication vendors. Partners with outside vendors and consultants as necessary to optimize the website.

Outcomes measurement/reporting

- Monitors usage, user satisfaction, and performance of all digital communications.
- Designs, prepares, and presents outcomes reports.
- Implements outcomes learnings and makes recommendations for improvement.

General

- Participates in regular team meetings to review progress and deliverables.

QUALIFICATIONS, KNOWLEDGE SKILL REQUIRED (Minimum education and experience needed to perform the job adequately):

- College degree required; advanced degree preferred.
- A minimum of 5 to 7 years work experience directly managing online and digital products, projects, and processes.
- Programming and site creation expertise; information architecture; basic graphic design, image editing, and layout design.
- Specific skill-based competencies required to satisfactorily perform the functions of the job include:
    - Expertise working with database structure, programming, content management; search engine optimization, large-scale content management systems; server and virtual host management; site security; permissions; user generated content; online communities; social media platforms; RSS; online applications/forms;
    - Expertise working with Drupal. Ability to code in HTML, C++, Java.
    - Expertise with web design software, Adobe Creative Suite, WordPress.
    - Microsoft office software, Google Docs, Smart Sheet
    - Preparing and maintaining accurate records and logs
- Project management experience managing multiple websites and digital communications in a consumer for-profit or innovative, marketing-savvy nonprofit organization. Excellent organization and project management skills.
- Excellent verbal, written and visual communications and presentation skills; has an outgoing and polished demeanor.
- Excellent ability to source, distill, and apply relevant best practices and research from a variety of sources and formats.
- Working knowledge of and commitment to the principles, practices, ethics, and legalities of Internet Web publishing.
- Ability to deliver high quality work, quickly, in a dynamic organization under time pressure.
- Demonstrated success in creating real impact within a networked, cross-organizational environment.
- Ability to "lead from behind" and keen understanding and skill in relationship building and stewardship of network-dependent initiatives.
- Commitment to climate and environmental solutions and ecoAmerica's mission.

ADA SPECIFICATIONS (Physical demands that must be met in order to successfully complete the essential functions of the job):

This position is largely sedentary in nature however one must possess the ability to speak, hear, and write as well as the ability to use a computer and related software programs, and lift up to 20 lbs. Minimal local and/or national travel required.

The above statements are intended to describe the general nature and level of work being performed by the individual(s) assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required. Management reserves the right to modify, add, or remove duties and to assign other duties as necessary. In addition, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.