Position
Digital Engagement Strategist

Position Summary
This position is responsible for the strategic development and implementation of key initiatives related to the association’s web, mobile, and virtual community engagement activities.

Primary Duties
- Leads the strategy, development, and maintenance of the association’s online presence.
  - Collaborates with knowledge and event planning teams to ensure event sites are accurate, current, and user friendly.
  - Collaborates with marketing and communication team to ensure digital translation of marketing reflects master brand and print collateral.
- Works closely with all teams to ensure online and digital communications are accurate, audience appropriate, and reflective of association and audience.
  - Analyzes data to identify patterns or trends; develops appropriate strategies to deal with anomalies.
- Leads the system selection and implementation of the Knowledge Center, the online resource portal.
- Collaborates with database and membership positions to execute a user-friendly member portal, including profile and login pages.
- Participates in event planning meetings as a liaison for the marketing and communications team.
- Incorporates new and improve existing functionalities for engaging conference attendees, members, and other stakeholders.
- Optimizes online presence for search engines, mobile viewing, and usability.
- Monitors and analyze digital trends to determine how they can be utilized to support the association’s engagement strategy.
- Creates web graphics that support and enhance communications.
- Ensures regular system backups for all sites and platforms.
- Enforces branding standards and ensures branding and image is consistent throughout all communications.
- Responsible for the development and execution of assigned budgets to achieve financial goals.
- Assists with technology systems (networks, servers, etc) on an as-needed basis.
- Performs additional duties as assigned to support team and organizational goals.

Education & Experience
- Web development or communications-related degree or significant work experience in web management and digital communications.
- Experience with an association preferred.
- Experience with iMIS and responsive web design highly desired.

Knowledge, Skills and Abilities
• Exceptional written and verbal communication skills, including strong editing, grammar and proof reading skills; good listener and ability to accept constructive feedback.
• Highly proficient with MS Office, Adobe Creative Suite, CSS, HTML, and WordPress.
• Requires strong organizational, problem solving, and project management skills.
• Database and SQL knowledge or experience is highly desirable.
• Ability to travel 2-3 times per year, including being onsite for 7 days for the organization’s annual event.

Relationships
This position directly reports to the Vice President – Member & Strategic Engagement.

Primary Internal Relationships
All employees and staff teams.

Primary External Relationships
Association members, Managed Partners, related vendors, and assigned committees and member communities.

About AmericanHort
AmericanHort supports nearly 16,000 member and affiliated businesses that include breeders, greenhouse and nursery growers, garden retailers, distributors, interior and exterior landscape professionals, florists, students, educators, researchers, manufacturers, and all of those who are part of the industry market chain. The horticulture industry’s production, wholesale, retail, and landscape service components have annual sales of $163 billion, and sustain over 1.1 million full- and part-time jobs. Our mission is to unite, promote, and advance the horticulture industry through advocacy, collaboration, connectivity, education, market development, and research. The association has offices in Columbus, Ohio for administration and member services, and in Washington, DC to facilitate government relations and research activities.

Interested Applicants
Please send cover letter, salary requirements, and resume by May 11 to Alicia Rittenhouse, Vice President – Member & Strategic Engagement, AliciaR@AmericanHort.org.