



Director of Interactive Management

AIGA New Mexico

The purpose of the Director of Interactive Management is to oversee and improve electronic communications, systems and processes in support of AIGA New Mexico's interactive, communication, and programming needs.

General Responsibilities

- Develop and oversee resources to execute AIGA New Mexico's web presence through website, social media and technology use.
- Make strategic decisions and recommendations to ensure interactive and operation efforts are in the best interest of the Chapter and aligned with Chapter goals.
- Ensure operational support is provided to Chapter committees in terms of website functionality, tools, email blasts and social media use.
- Evaluate and identify best practices in local and national web solutions to ensure Chapter tools are current, effective and applicable.
- Serve as liaison with national AIGA on interactive needs (web content contribution, latest web development, improvements and new applications.)
- Participate in AIGA national Web Discussion Group (or network)
- Develop and oversee resources and committee (communications/interactive) to ensure timely and relevant tasks are executed. Collaborate closely with Director of Communications and Director of Operations to oversee this committee.
- Responsibilities for interactive needs including:
 - Chapter website and AIGA's web resource toolkit (known as the Internet Kit)
 - Digital content best practices
 - Email blast management
 - Getting started with the Internet Kit and Content Management System
 - Suggest content for AIGA.org
 - Web discussions listserv
 - Web hosting services from AIGA (if applicable)
- Serve on Board of Directors / Attend monthly committee meetings

Areas of Expertise and Work Experience (Required)

1. Minimum 5 years experience in professional practice in interactive management, design or related/affiliated field
2. Previous team or committee experience (in any capacity); must be a team player

Critical Knowledge and/or Skills (Preferred)

1. Previous experience leading/working with volunteers
2. Previous AIGA committee experience
3. Good communication and analytical skills

Teams & Resources

1. Director of Communications
2. Director of Operations
3. Directors of Programming team & committee chairs
4. AIGA National
5. Non-AIGA resources

Powers, Nomination and Term

1. **POWERS:** Voting member of the AIGA New Mexico board of directors.
2. **NOMINATION:** Nominated by any AIGA New Mexico member or self-nominated for consideration by the AIGA New Mexico nominating committee; appointed to the slate by the nominating committee; ratified to serve on the board by majority vote of the Board of Directors.
3. **TERM:** 2 years, with option to reapply for second and third term. Not to exceed maximum of 6 consecutive years of (voting) Chapter board service.