

# DIGITAL STRATEGY DIRECTOR

These responsibilities are in addition to the responsibilities of ALL DIRECTORS.

## Role Description

In general, the role responsible of the digital strategy director is to define and drive the chapter's digital vision, ensuring all digital initiatives align with business strategy and goals. Deliver measurable value through technology and innovation.

## **Major Responsibilities**

- 1.1 Develop a clear digital strategy aligned with the chapter's overall goals (growth, member engagement, efficiency, innovation, etc.).
- 1.2 Assess how digital tools, platforms, data, and emerging technologies can create competitive advantage.
- 1.3 Ensure digital thinking and solutions are embedded across marketing, operations, product, academia and member experience.
- 1.4 Use KPIs and analytics to measure ROI of digital initiatives and continuously optimize strategy.
- 2.1 Align digital initiatives with core business priorities.
- 2.2 Facilitate collaboration between departments (marketing, academia, operations including events and membership) to ensure digital consistency.
- 2.3 Evaluate and manage relationships with digital agencies, technology partners, and consultants.
- 3.1 Monitor emerging technologies (AI, automation, data analytics, Web3, etc.) and assess relevance to the organization.
- 3.2 Ensure the effectiveness and scalability of websites, mobile apps, CRM systems, marketing automation, and e-commerce tools.
- 3.3 Build frameworks for using analytics, member insights, and performance data to guide business strategy.

*Please see next page for more Major Responsibilities...*

# PROGRAMME DIRECTOR

## Major Responsibilities (continued)

- 4.1 Promote digital literacy and change management across the organization to ensure buy-in for transformation initiatives.
- 4.2 Develop and manage budgets for digital programs, ensuring cost-effectiveness and value creation.
- 5.1 Oversee data privacy, cybersecurity, and digital ethics in collaboration with the chapter Secretary.
- 5.2 Define processes and standards for digital initiatives to ensure quality and consistency.
- 5.3 Ensure data reporting to SAQA is done as required in a timely manner in collaboration with the Academic Relations Director.

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