



JOB DESCRIPTION

Position Title: Director of Content and Business Strategy

Department: Operations

FLSA Status: Exempt

Reports to: Chief Operating Officer

Last Reviewed: June 2025

Supervises: Proposal Development Coordinator

BASIC FUNCTION

The Director of Content and Business Strategy will lead revenue generating activities across the Association that drives membership acquisition, profitable products and services, and long-term sustainability. In collaboration with the Director of Education, they will be responsible for overseeing the entire content creation and distribution process, ensuring that strategy aligns with the organization's overall goals. Will also ensure that strategy resonates with diabetes care and education specialists, and our industry and healthcare partners.

This role focuses on developing content strategy, managing content calendars, analyzing performance, and leading teams of content creators. Responsible for promoting a culture of innovation and continuous improvement across multiple departments including education, corporate development, marketing, communications, grants, and meetings services. Collaborates with technology team and partners to ensure high-functioning websites to achieve organizational goals. Director will collaborate closely with the Chief Operating Officer and Chief Science and Practice Officer in the development of a content strategy that advances ADCES's key objectives, enhances member engagement and strengthens the Association's position as a leader in diabetes care and education. Development of project management plans through a structured approach from planning, organizing, and overseeing a project from start to finish, ensuring completion on time and within budget. Responsible for developing key performance indicators (KPIs) including monthly/quarterly reporting metrics. Annually works in collaboration with all content areas to ensure a strong budget and business plan are developed and delivered on time.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- In collaboration with the Directors of Education and Meetings Services, will lead the internal team to develop an annual content strategy utilizing internal and external information to meet the needs of the Association's members.
- Develop strategies to achieve organizational goals; understand organization's strengths & weaknesses; analyze market and competition; identify external threats and opportunities; adapt strategy to changing conditions, and present findings and recommendations to senior leadership for their consideration.
- Identifies revenue generating activities across the Association that drives membership acquisition, profitable products and services, and long-term sustainability. Translate vision and strategic plans into practical operational plans, managing KPIs and reporting systems.
- Ensuring that content strategy meets the needs of ADCES members and stakeholders with a strong focus on the mission of the Association.
- Lead cross-functional integration across departments to ensure consistency, collaboration, and accountability.
- Understand business implications of decisions and profitability; demonstrate knowledge of the market and competition; aligns work with strategic goals.
- Identify and research potential new partners to support corporate development team and leadership's B2B (business to business) efforts.
- Monitor and analyze operational and financial performance metrics, identifying areas for improvement.
- Identify and implement process improvements to enhance efficiency and productivity.
- Use an understanding of the market and industry to anticipate potential changes in a specific area and respond with new program and/or revenue enhancing opportunities.
- In collaboration with all content (education/communications/corporate development/marketing/danatech) areas, develop and implement content strategies that align with business goals, target audiences, and brand messaging.
- In collaboration with Director of Education, recruit, onboard, and manage SMEs, ensuring their expertise is effectively utilized in content creation.
- Track and analyze content performance metrics, identify areas for improvement, and optimize content strategies accordingly.
- Collaborates with Marketing and Communications, Technology team, and others to ensure that the Association's three websites and e-commerce site are consistent with the brand and messaging of ADCES and its mission and supporting ADCES's goals and objectives.

KNOWLEDGE, SKILLS, AND ABILITIES

- Strong written and verbal communication skills with the ability to clearly and concisely convey information.
- Ability to develop strong relationships with partners, including health systems, provider organizations, health insurers, public health departments, and other healthcare parties.
- Service-oriented leadership skills, with focus on strong cross-functional relationships. Must be a creative thinker with ability to strategize direction for the multiple departments responsible for content.
- Strong analytical skills with ability to conduct data analysis and track performance indicators.

- Excellent communications skills. Ability to provide clear and concise input and feedback and set direction across a multi-functional team.
- Stays up to date on diabetes and cardiometabolic environment including clinical and industry perspectives.
- Understanding of websites, including content management, search engine optimization (SEO), brand awareness, and B2C (business to consumer) e-commerce performance.
- Strong understanding of contracting with vendors, subject matter experts and consultants.
- Strong project management skills with ability to multitask and reprioritize as needed.
- Good business acumen, including analyzing results and interpreting key learnings.
- Excellent understanding of the Association's AMS system including ability to query information to support overall content and business development decisions.

EXPERIENCE/EDUCATION

- Bachelor's degree in related field.
- Master's degree in business preferred.
- Previous supervisory experience 3-5+ years.
- Minimum of 5-7+ years applicable work experience, with demonstrated knowledge in content strategy development, content management and project management.
- Strong experience developing and tracking performance measures.

PHYSICAL DEMANDS

The nature of work requires an ability to operate standard business office equipment. Requires ability to communicate and exchange information, collect, compile, and prepare work documents, set-up and maintain work files. Requires flexibility for day and/or overnight travel by air and/or automobile as needed.

WORKING CONDITIONS

Majority of work is performed in a general office environment, with organization observing a hybrid work schedule. Position requires availability for extended hours plus non-traditional hours required to perform job duties. Also requires participation and attendance at organization sponsored events and meetings out of state.