



*Ready to shape the digital experience for an entire industry? As Manager of Website & Digital Experience, you'll lead the strategy, governance, and continuous evolution of a high-impact web platform that serves consumers, businesses, and industry professionals nationwide. If you enjoy combining digital strategy,*

*user experience, analytics, and cross-functional leadership to drive measurable results, we'd love to hear from you.*

The **MANAGER OF WEBSITE & DIGITAL EXPERIENCE** leads the governance, performance, and strategic evolution of the company website, serving B2B, B2C, and industry member audiences. This role establishes the standards, processes, and partner relationships required to maintain a unified, trusted, and high-performing digital platform. As the central owner of website strategy and governance, this manager balances audience needs, business priorities, regulatory considerations, and brand integrity. The role also oversees external web development partners to ensure clear accountability, high-quality execution, and continuous improvement. This remote position reports to the Senior Vice President of Communications and is classified as Exempt.

#### **Knowledge, Skills, Abilities, and Requirements:**

- Seven+ years of experience managing enterprise or high-traffic websites, with increasing responsibility for governance and cross-functional leadership.
- Own website governance standards related to structure, usability, accessibility, performance, data privacy, and brand consistency.
- Develop and manage the website roadmap, aligning enhancements with organizational goals and audience strategies.
- Ensure the website effectively serves B2B, B2C, and industry member audiences through experiences tailored to distinct user needs.
- Define processes for content updates, site changes, feature prioritization, and releases.
- Lead audience segmentation and digital experience strategy using UX best practices, analytics, testing, and stakeholder feedback to improve relevance and conversion.
- Manage external web and creative partners, overseeing scope, priorities, timelines, quality, and governance to ensure well-documented, tested, and high-performing delivery.
- Oversee site performance, risk, and quality management across reliability, security, compliance, accessibility, analytics, and AI-enabled monitoring to strengthen site health and business impact.
- Serve as the primary web lead for internal stakeholders, translating business needs into priorities while protecting governance standards, site integrity, and user experience.

#### **Competencies:**

- Exhibits the organization's values: Collaborative, Dependable, Respectful, Purposeful, and Customer-Focused.
- Builds and leverages relationships with internal and external stakeholders.
- Strong project management skills.
- Delivers results on schedule and within budget.
- Collaborative approach and ability to work cross-functionally.
- Strong verbal and written communication skills.

#### **Licenses, Certifications, Qualification, or Standards:**

- Experience serving multiple audiences or stakeholder groups within a single digital ecosystem.
- Strong experience managing external vendors or agencies providing web development services.
- Strong knowledge of user experience, web standards, analytics, performance optimization, and content management systems.

- Ability to lead through influence, establish governance, and align stakeholders in complex environments.
- Experience developing roadmaps, managing backlogs, and prioritizing enhancements.
- Working knowledge of HTML/CSS and web analytics tools.
- Experience in regulated, membership-based, or multi-line-of-business organizations.
- Experience partnering with paid media or demand generation teams.
- Knowledge of accessibility standards, including WCAG, and digital compliance frameworks.

**Education:**

Bachelor's degree in computer science, information technology, marketing, or a related field preferred.

**Working Conditions:**

Office Work Environment (up to 75%)

Travel (up to 25%)

**Benefits:** In addition to a competitive salary, PERC offers excellent benefits such as: vacation and sick pay, 401(k) retirement plan, healthcare (to include Vision and Dental), LTD, Life insurance, other Voluntary benefits, and a wonderful and supportive work environment.

Please apply via this link: <https://propane.bamboohr.com/careers/55?source=aWQ9MjM%3D>

**ONLY APPLICANTS WHO ANSWER ALL APPLICATION QUESTIONS AND MEET THE STATED QUALIFICATIONS WILL BE CONSIDERED.**

**THE PROPANE EDUCATION AND RESEARCH COUNCIL IS AN EQUAL OPPORTUNITY EMPLOYER.** *All qualified applicants will receive consideration for employment without regard to race, sex, color, religion, national origin, sexual orientation, gender identity, disability, veteran status or any other characteristic protected by federal, state or local law.*