



HONOLULU MUSEUM OF ART JOB DESCRIPTION

Job Title:	Digital Content Specialist
Department:	Communications
Supervisor:	Communications Director
Employment Status:	Full-Time
FLSA Status:	Exempt
Work Hours:	Monday-Friday 8:00am – 5:00pm Some evenings and weekends
Issue/Reissue Date	11/06/2020

Job Summary:

The Digital Content Specialist is primarily responsible for day-to-day management of the museum’s web content, as well as generating and formatting other forms of digital content as needed. The Digital Content Specialist is also responsible for developing and managing digital content that supports the Honolulu Museum of Art’s (HoMA) strategic, branding, and audience development initiatives. This position reports directly to the Communications Department, with a dotted line reporting relationship with the IT Department, and is charged with working collaboratively across departments to develop appropriate strategies for the development and implementation of content for the museum’s website and other digital platforms.

Minimum Qualifications:

- BA in Communications, Journalism, English, or related field, or equivalent work experience.
- 2 years’ experience in media-related field such as public relations, advertising, publishing, editing or non-profit communications.
- 2 years of experience with web-based Content Management Systems (CMS);
- Demonstrated experience writing for the web and managing content workflow queue;
- Familiarity with web languages and ability to perform light HTML and CSS coding;
- Familiarity with web analytics platforms;
- Strong project-management skills and familiarity with project-management methodologies;
- Professional writing proficiency including spelling, punctuation, and grammar;
- Strong computer skills and an aptitude for technology, including proficiency in MS Office Suite and previous exposure to Adobe Creative Suite.

Desired Qualifications:

- Excellent interpersonal and oral/written communications skills.
- Possess creative flair, versatility, conceptual/visual ability and originality.
- Excellent verbal and written communications skills.
- Excellent time management and organizational skills and ability to multitask and produce accurate materials under deadlines.
- Excellent interpersonal skills and the ability to interact with the Communications, Development, Curatorial, Learning & Engagement, Shop, and Installation teams.
- Personal accountability—embraces his/her own capacity to be answerable for professional decisions and personal actions.
- Resiliency—continues social media, marketing, and publicity duties in the face of difficulty or adversity and can quickly move past unforeseen obstacles without unnecessary delay.
- Teamwork—respects team members and appreciates their individual perspectives, has the ability to effectively deal with conflict, and makes team mission and objectives a priority.
- Knowledge of art and art history, and local art scene.
- Editing and proofreading skills.
- Knowledge of Tessitura.
- Ability and willingness to work evening and weekend hours to cover museum events.

Other Qualifications:**Core Competencies:**

- Adaptability
- Business Acumen
- Change Management
- Effective Communicator
- Cost Consciousness
- Initiative and Judgment
- Planning and Organizing
- Professionalism
- Problem Solver
- Technology savvy

Essential Duties:

- Serve as the museum's primary website administrator and project manager.
- Develop and maintain the content production calendar, and working with institutional stakeholders to ensure timely delivery of content.
- Load new content or revise and edit existing content on the site to suit institutional branding and voice, as needed.
- Ensure adherence to brand standards across the site.
- Coordinate website needs with IT team.
- Work collaboratively across departments to support emerging digital initiatives.
- Work with teams to develop/digitize/re-purpose content for the website.
- Obtain/create information for virtual audience outreach, when needed, including: exhibition and event materials and other content; photographs, videos, and audio recordings.
- Stay current with emerging technologies, and abreast of digital initiatives and activities at other museums, libraries, and cultural institutions.
- Other duties as assigned.

Traits and Characteristics:

The successful Digital Content Specialist is a creative and dynamic deadline-oriented team player with an empathetic disposition and ability to work in a team and take direction from the Communications Director, and other stakeholders on publicity and marketing projects. He/she expends considerable energy understanding the communications needs of departments and translates that into social media, marketing, and publicity strategies that successfully communicate the museum's many programs. The successful candidate should demonstrate an ability to initiate and sustain momentum without close supervision. Exhibiting a polished presence, diplomacy, discretion and a deep respect and understanding of the museum and its brand. The successful candidate is immersed in the ever-changing social media scene and keeps up to date with the latest platforms, apps, and analytics.

Working Conditions and Atmosphere:

This position works with minimum supervision. Work will often be performed with short deadlines and situations sensitive to the Museum. Regular office hours are required. Due to the nature of the responsibilities, evening and weekend work is sometimes required, and at times may be on an emergency basis.

The statements contained herein describe the scope of the responsibilities and essential functions of this position, but should not be considered to be an all-inclusive listing of work duties and requirements. Individuals may perform other duties as assigned including work in other areas to cover absences or relief to equalize peak work periods or otherwise balance the workload.

The Honolulu Museum of Art maintains a policy of nondiscrimination in all employment practices and decisions, ensuring equal employment opportunities for all qualified individuals without regard to race, color, ancestry, religion, sex, including gender identity and expression, national origin, age, disability, sexual orientation, reproductive health decisions, marital status, arrest and court record, citizenship, credit history, military service, victim of domestic or sexual abuse status, genetic information, or any other characteristic protected by applicable federal, state or local law. This applies to both Honolulu Museum of Art employees and applicants for employment with the Museum. Any form of harassment of any employee because of any protected status is also prohibited.

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