

DIGITAL CONTENT MANAGER

Summary

The digital content manager will develop and maintain content for the Digital Diaspora initiative as the museum upgrades its website to better accommodate access to hundreds of oral histories, public programs, and original exhibitions to connect audiences to Black contemporary art, socio-political content, curriculum, and other digital resources.

The Role

The Museum of the African Diaspora (MoAD) seeks an enthusiastic and self-motivated Digital Content Manager for the Digital Diaspora initiative. The Digital Content Manager is responsible for creating, improving, and maintaining web content for teachers to implement curriculum related to the cultures of the African Diaspora and contemporary art. Duties include storyboarding, developing web content, streaming live and virtual events, managing online exhibition production, and uploading and managing content on the museum's digital front.

The ideal candidate is an experienced professional with demonstrable skills in designing, building, and managing multi-media, and interactive web content. The incumbent should work well under deadlines and be extremely detail oriented. Experience and knowledge of marketing content initiatives to ensure customer engagement, brand consistency, and a positive end-user experience are pluses.

Compensation: \$60,000

Status: Full-Time Exempt

Reports to: Reporting directly to the Senior Director of Innovation & Engagement and with oversight from the Senior Director of Education, and Director of Public Programs

Responsibilities

- Developing and writing scope and sequence for visual arts and African Diaspora related media
- Designing interactive screens and experiences
- Working with the Education Department staff to adapt lesson plans for an online audience
- Taking ownership of assigned projects, assuming full responsibility in delivering results that meet or exceed directives and expectations
- Assuring professional quality production and smooth execution of projects by planning, organizing, working with staff to ensure implementation of proper lighting and audio techniques as well as coordinating and scheduling pre- and post-production of content
- Repackaging existing content in creative ways, making it more accessible and visible to visitors to the museum's website, as well as tweaking content to produce a higher ROI for educational and general audience members
- Managing internal feedback from the museum team and where possible, using analytics to understand the target audience and suggest recommendations
- Helping expand company reach via: webpage, social media, video-sharing platforms, and digital service providers.

Preferred Experience

- 5 years of relevant experience
- Proficient with Adobe Creative Suite including, but not limited to, Premiere Pro and Photoshop

- Efficient with Facebook, Instagram, Twitter, TikTok
- Proficient with online collaboration tools (e.g. Google Workplace, Microsoft Suite)
- Proven experience in video editing and digital content creation, and marketing
- Experience in identifying target audiences
- Experience in optimizing landing pages
- Solid knowledge of website analytics tools (e.g. Google Analytics)
- Strong analytic skills and data-driven design thinking
- Up-to-date with the latest trends and best practices in online marketing and measurement
- Innovative thinker, self-starter

Please submit resume and cover letter online or email it to jobs@moadsf.org

About Museum of the African Diaspora (MoAD)

The Museum of the African Diaspora (MoAD) is shaping a new vision for its future — a vision that builds on its unique history and values, and propels its mission into the 21st century. By realizing our mission, MoAD invites everyone to engage in the cultural expression of the African Diaspora through contemporary art.

The Museum of the African Diaspora is an equal opportunity employer and is firmly committed to complying with all federal, state and local equal employment opportunity ("EEO") laws. MoAD strictly prohibits discrimination against any employee or applicant for employment because of the individual's race, creed, color, sex, religion, national origin, age, gender identity or expression, sexual orientation, height and weight, disability, marital status, partnership status and any other characteristic protected