

3.4 ONLINE EDITOR Audience & Civic Engagement Center



REPORTS TO:	Assistant Director, Communications and Audience Development
SUPERVISES:	None
STATUS:	Full Time, Exempt

OMCA CORE COMMITMENT

All staff embrace and advance the OMCA mission, values, and vision, and uphold OMCA core principles in their work, public interactions, working relationships, and efforts on behalf of the Museum and the people OMCA serves. This shared commitment helps build a relevant and sustainable future for OMCA. The core principles are:

- **Open optimism**... communicating, learning, experimenting, and working in new ways while upholding mutual respect, trust, transparency, and quality in our work
- **Mission minded**... embracing collective leadership for institutional success in the visitor experience, public engagement, financial sustainability, and relevancy for the future
- **Courageous collaborations**...integrating multiple viewpoints and talents through cross-disciplinary, cross-functional, and cooperative processes within the Museum and with our public and communities
- **Adaptive accountability**...demonstrating capacity to fulfill expectations while remaining responsive to the issues of our community and the ever changing environment in which we work

ROLE OF THE AUDIENCE AND CIVIC ENGAGEMENT CENTER

The Audience and Civic Engagement Center integrates audience development, external communications, community partnerships, and public programs to provide multiple ways to engage the public. The staff in the Audience and Civic Engagement Center ensure the highest standards for the visitor experience, community engagement, and participation on-site, online, and off-site.

SUMMARY OF POSITION DUTIES AND RESPONSIBILITIES

The Online Editor maintains digital and online media activities for conveying dynamic, accurate, and relevant communications to diverse audiences using content drawn from museum collections, exhibitions, curatorial research, programs, educational curriculum, and other museum activities. The Online Editor will promote brand awareness with experience and skills in web content management, graphic design and site management for OMCA's various platforms. This person will work closely with the Museum's technical team to maintain site standards with regard to new development and will assist the Webmaster with the implementation of the website's architecture evolution. The Editor implements clear and appealing digital information projects informed by audience research, emerging technologies, and cutting-edge best practices to extend Museum activities and content to the online community. This person will implement website promotions, email newsletters, and other online audience development outreach as needed.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The following reflects OMCA's definition of essential functions for this position, but does not restrict the tasks that may be assigned. OMCA may assign or reassign duties and responsibilities to this position at any time due to reasonable accommodation or other reasons.

Institutional Responsibilities

- Support the Museum's mission, values, vision, and core commitment to the visitor experience, community engagement, and institutional relevancy for the future;
- Contribute to and support the OMCA strategic plan, annual priorities, and institutional initiatives such as diversity advancement;
- Exercise leadership, the highest level of integrity, and professionalism in all aspects of work on behalf of OMCA and service to the public;
- Contribute creative ideas and propose solutions to support a proactive work environment;
- Contribute to a positive organizational culture based on mutual respect, a spirit of collegiality, cooperation, and openness to many perspectives;
- Work within guidelines for the prudent management of the OMCA annual budget and finances;

- Adhere to personnel policies and practices;
- Participate in a culture of ongoing learning, collaboration, innovation, creativity, and community engagement;
- Participate on and/or lead project teams as assigned; and,
- Participate in conversations and education about museum practices, standards, and trends that contribute to a 21st century museum in service to the public.

Content and Project Management

- Collaborate with staff to design and implement online, web-based delivery platforms, including CMS databases, weblogs, podcasts, e-learning applications, and other digital publications;
- Develop, implement, and evaluate media initiatives and related projects based on current and developing trends in museum and digital technologies, both short- and long-term;
- Collaborate with staff in using content drawn from museum collections, exhibitions, curatorial research, and other museum activities to create innovative media-based experiences that generate public awareness and interest;
- Work with Audience Development Manager to expand Museum content on social networking sites such as YouTube, Facebook, Twitter, etc., to position the museum as a public forum on topical issues and creative activities defining the California experience;
- Collaborate with other Museum technology positions to facilitate and maintain collaborative workflow;
- Manage the museum internet and intranet sites ensuring their accuracy and timeliness

Online Communications and Audience Development

- Collaborate with other museum digital projects in order to integrate the OMCA brand among various audience-targeted media-based activities;
- Monitor and analyze website traffic and initiate changes to site to support audience development activities;
- Produce e-mail communications (ads, announcements, PDFs, etc.) based on program needs, audience research, and civic engagement activities;
- Create museum content appropriate for various media and online platforms, including blog, e-mail communications, monthly newsletter campaigns, etc.;
- Maintain web access to e-commerce applications (online store and ticket sales);
- Purchase key word advertising on search engines, update meta-data and linking strategies; and
Serve on Museum's cross-function technology committee

QUALIFICATIONS

Knowledge of:

- Proficient in new media tools, including blogging, streaming video, and web-based training;
- Working knowledge of Drupal front-end (or similar CMS)
- Some working knowledge of HTML, CSS, and Javascript desirable
- Working knowledge of Adobe Suite and A/V Production
- Microsoft Windows 2000/XP/Vista, Windows 7;
- Mac OS X applications and operating systems, including MS Office, Outlook 2000 - 2007 Professional Suite
- HTML e-mail campaign practices;
- Best practices in Information Architecture and User Interface design;
- Project management, including budgetary procedures and timeline completion;
- English, fluent in both spoken and written form; and,
- A secondary language, such as Spanish or Chinese, is desired.

Ability to:

- Edit content with an emphasis on audience-focused story telling
- Create strong visual and graphic design and an effective aesthetics sensibility for serving broad audiences;
- Demonstrate strong writing and copy editing skills with attention to detail;
- Conduct research on new and emerging media trends and their applications to museum practices;
- Apply audience research to media initiatives and activities to broaden and deepen audience awareness;
- Update Web and online content utilizing content management systems;
- Adapt complex content for appropriate media platforms;
- Self-manage projects simultaneously and meet deadlines;
- Translate complex materials to accessible media platforms for serving diverse audiences;
- Operate a motor vehicle in the performance of assigned duties;
- Coordinate and integrate multiple projects simultaneously;
- Learn and adopt emerging technologies; and,
- Identify appropriate applications for a Museum setting.

EDUCATION AND EXPERIENCE

A combination of experience and education that demonstrates possession of the necessary knowledge and abilities for this position is required as noted:

- Three years in developing and managing a range of media projects, including web design and media communications;
- Related experience in communications, marketing, or education in a non-profit setting preferred; and,
- Bachelor's degree from an accredited college or university in graphic design, web design, or related field, or combination of education and experience.

PHYSICAL & MENTAL REQUIREMENTS

While performing the duties of this position, the employee is frequently required to do the following:

- Stand, sit, and walk for extended periods of time;
- Crouch, bend, and reach;
- Lift objects weighing up to 50 lbs (might want this to be 35 lbs., but not more than 50 lbs.);
- Coordinate multiple tasks simultaneously;
- Collect, interpret, and/or analyze complex data and information;
- Utilize visual acuity to operate equipment, read technical information, and/or use a keyboard; and,
- Utilize hand and finger dexterity.

WORK ENVIRONMENT

While performing the duties of this position, the employee is frequently exposed to the following:

- Noise, such as groups of people working in enclosed areas; and,
- Typical office environment with frequent interruptions.

LICENSE OR CERTIFICATE

To perform the duties of this position, the employee is required to possess the following:

- Valid California driver's license.