Career Opportunity
This is not a Federal Position

We are currently accepting applications to fill the following vacancy:

Digital Creative Manager
Announcement Number SE-20-0120

<table>
<thead>
<tr>
<th>OPEN DATE:</th>
<th>March 18, 2020</th>
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<tbody>
<tr>
<td>CLOSING DATE:</td>
<td>March 25, 2020</td>
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<td>PAY BAND:</td>
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<td>SALARY:</td>
<td>(Commensurate with experience)</td>
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<tr>
<td>APPOINTMENT TYPE:</td>
<td>Indefinite</td>
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<tr>
<td>SCHEDULE:</td>
<td>Full-Time</td>
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<tr>
<td>DUTY LOCATION:</td>
<td>Washington, DC</td>
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Who may be considered for employment: Current Smithsonian Enterprises Employees Only. The Smithsonian provides reasonable accommodations to applicants with disabilities. If you need a reasonable accommodation for the application or hiring process, please call 202-633-6409 (TTY).

The Smithsonian Institution is an Equal Opportunity Employer. We believe that a workforce comprising a variety of educational, cultural and experiential backgrounds support and enhance our daily work life and contribute to the richness of our exhibitions and programs.

KEY REQUIREMENTS

- Pass Pre-employment Background Check and Subsequent Background Investigation
- Complete a 1 year Probationary Period
- Maintain a Bank Account for Direct Deposit/Electronic Transfer
- Males born after 12/31/59 must be registered with Selective Service
- U.S. employment eligible

Summary:

The position of Digital Creative Manager is part of the Digital Services team, which provides services to all SE divisions in the development and operation of business unit websites, design strategy, and other creative services, as well as services-for-hire to SI units, Smithsonian Affiliates, and some 501(c)(3) external museums. Projects include developing designs and user interfaces for existing products, such as Smithsonian and Air & Space magazines online, Smithsonian Journeys online, Smithsonian Books online. Projects also include new initiatives, such as the creation of websites and digital creatives for new corporate and revenue products.

ESSENTIAL DUTIES AND RESPONSIBILITIES include, but are not limited to, the following:
Under the direction of the supervisor, the incumbent is responsible for the following:

- Manage the workload of freelancers or other Digital Services designers (when needed) to meet project goals.
• Create, maintain, and oversee the overall design direction and strategy for Smithsonian and Air & Space magazines online, with direct input from key stakeholders to maximize revenue goals and to unify the online and print magazine experiences.

• Create, maintain, and oversee the overall design direction and strategy for Smithsonian.com, and work with internal stakeholders to provide guidance and direction on artwork collection and creation used to help populate the website.

• Understand and evaluate the impact of designs created and how they impact web statistics. Utilize data from design decisions to optimize overall online experiences and to grow traffic and revenue.

• Create SI unit design and branding assets for any for-hire Digital Services projects and work closely with the brand guidelines from SI to achieve overall uniformity.

• Work with the media team, specifically the Director, Audience and Revenue Development, to develop and manage new and existing digital assets for interactive native advertising.

• Engage with the NY marketing team to collect materials used in the creation of digital experiences within the Smithsonian magazine website.

• Lead all Smithsonian magazine online editorial design requests to support the editorial staff and product.

• Contribute to and maintain the online creative direction for Smithsonian Journeys and provide support for their print team in converting catalog data to digital assets. Create marketing assets to be used on Smithsonian.com and the two print magazine websites to market the Journeys brand. Work with the marketing team on digital design assets and initiatives via ad-hoc requests.

• Ensure that design, accessibility, and user experience related issues are informed and addressed as new protocols are released.

• Lead e-mail design strategy across the online magazine and the Smithsonian.com, businesses units as needed.

• Work with the Director, Digital Services & Technology to create new technology prototypes from wireframe to completion.

• Assist in proofing and quality testing new products on SE web sites to ensure design accuracy and proper functionality.

• Ability to direct the work of freelancers and/or junior staff designers and prioritize projects.

• Strong understanding of website programming tools, with knowledge of a website’s structure, HTML5, and experience using of web-based content management systems such as Django, Drupal and WordPress.

• Ability to utilize Adobe Creative Suite products, such as Photoshop, Illustrator, and InDesign.

• Excellence in designing for and understanding the requirements of user-based accessibility.

• Excellent attention to detail, strong written and verbal communications, and a well-developed ability to turbo multi-task.

• Strong familiarity with day-to-day website management and the tools utilized in all aspects of web work.

• Experience and talent working both independently and within a team-oriented environment.

• Ability to be flexible during times of change, shifting priorities, demands and timelines.

• Ability to react to project adjustments and alterations promptly and efficiently.

• Ability to learn, understand and apply new technologies and tools.

• Ability to effectively prioritize and execute tasks in multiple concurrent efforts.

REQUIREMENTS AND QUALIFICATIONS:

• Bachelor’s degree (B.A.) from a four-year college or university and/or 5-7 years of related experience training; or equivalent combination of education and experience.

• Fluency in Adobe Creative Suite, K4, and Microsoft based applications.
• Fluency in web-based accessibility design standards.
• Experience using online web site content management systems and analytics reporting tools.
• Experience with designing websites within content management systems, such as Django, Drupal, and WordPress.
• Excellent oral and written communication skills necessary to carry out duties in an efficient and effective manner.
• Excellent research, organizational and analytical skills.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Applicants, who wish to qualify based on education completed outside the United States, must be deemed equivalent to higher education programs of U.S. Institutions by an organization that specializes in the interpretation of foreign educational credentials. This documentation is the responsibility of the applicant and should be included as part of your application package.

**Smithsonian Enterprises** is a division of the Smithsonian Institution, the world’s largest museum and research organization. Established in 1846 with a bequest from English Scientist James Smithson, the Institution currently encompasses 19 museums and galleries, the National Zoo and 9 research centers. The Smithsonian has facilities in 7 states, the District of Columbia and the Republic of Panama supporting over 6,200 employees.

**Smithsonian Enterprises** encompasses the Media Group, Retail Group, and Consumer Education Products and Licensing.

The Smithsonian Institution values and seeks a diverse workforce. Join us in "Inspiring Generations through Knowledge and Discovery."

**To Apply:**

<table>
<thead>
<tr>
<th>Please forward a resume, salary requirements, cover letter</th>
<th><a href="mailto:SECareers@si.edu">SECareers@si.edu</a></th>
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</thead>
<tbody>
<tr>
<td>Application materials submitted without salary information will not be considered. Applicants not meeting the mandatory and minimum requirements will not be considered.</td>
<td>Please include the position title in the subject line.</td>
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Once the vacancy announcement closes, a review of your resume will be made compared to the qualifications and experience as it applies to this job. **What to expect next:** After a review of applicants is complete, qualified candidates résumé’s will be referred to the hiring manager.

Relocation expenses are not paid.

Any false statement in your application may result in your application being rejected and may also result in termination after employment begins.

The Smithsonian offers a number of exceptional benefits to its employees who qualify. Benefit programs include:

Health, Dental & Vision Insurance, Life Insurance, Transit/Commuter Benefits, Accidental Death and Dismemberment Insurance, Annual and Sick Leave, Family Friendly Leave, 403b Retirement Plan, Discounts for Smithsonian Memberships, Museum Stores and Restaurants, Credit Union, Smithsonian Early Enrichment Center (Child Care), Flexible Spending Account (Health & Dependent Care)