Career Opportunity
This is not a Federal Position

We are currently accepting applications to fill the following vacancy:

Director of Digital Strategy & Operations/Media
Announcement Number SE-21-0115

<table>
<thead>
<tr>
<th>OPEN DATE:</th>
<th>May 24, 2021</th>
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<tbody>
<tr>
<td>CLOSING DATE:</td>
<td>June 7, 2021</td>
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<tr>
<td>PAY BAND:</td>
<td>M</td>
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<tr>
<td>SALARY RANGE:</td>
<td>$125,000-$135,000 (Commensurate with experience)</td>
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<td>POSITION TYPE:</td>
<td>Trust Fund</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 or New York, New York</td>
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Who may be considered for employment: All qualified applicants eligible to work in the United States. 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. See Smithsonian EEO program information: www.si.edu/oemma

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
- Authorized to work in the U.S. without sponsorship

OVERVIEW

This position is part of the Digital Media Team. The primary goals of this position are to oversee the digital strategic planning, new business development, growth and engagement and digital revenue operations. The position also supports SE-wide initiatives from units including but not limited to: SmithsonianStore.com and SmithsonianJourneys.org. Duties include assisting the Chief Revenue Officer in building and executing digital business/monetization strategies, building and executing digital Ad Sales consumer marketing, and membership strategies, and taking a leadership role in all aspects of audience growth via digital marketing, including SEO, SEM, social networks, email and database marketing. Oversees the team responsible for supporting the direct advertising sales stream including overseeing native/custom advertising efforts. The position also is responsible for the programmatic advertising channel.
ESSENTIAL DUTIES AND RESPONSIBILITIES include, but are not limited to, the following:

P&L Responsibilities and Strategic Planning:

- Responsible for the oversight of Revenue and Expenses associated with the online portion of the Smithsonian Media business, and works with the Chief Revenue Officer to build a multi-year, cross-platform strategy for Media overall that delivers meaningful revenue for SE/SI, supports other SE business units, and contributes to SI’s mission activities.

New Business & Product Development:

- Works collaboratively with the Director of Internal Operations, Smithsonian Privacy Office, Smithsonian Office of Contracting, and SE’s Technology teams to execute on new contracts and for contract renewals.
- Work collaboratively with editorial and technology to launch research-based and goal-oriented new content products designed to reach new audiences, support ad sales, unlock new channels of consumer revenue, and/or support major SI initiatives.
  - Examples include:
    - New content hubs and newsletters designed to support ad sales sponsorships (in collaboration with editorial and sales)
    - Development of new online membership benefit offerings
    - Development of new email and newsletter offerings to support traffic and consumer marketing goals (in collaboration with the marketing and E-Commerce teams)
    - Identifying new partners to increase revenue to Digital Media group

Audience Growth & Engagement:

- Works collaboratively with Digital Editorial Director to build and optimize a data-driven content strategy and corresponding editorial budget that achieves both business and mission goals.
- Responsible for audience development through email, social, SEO, platform extensions such as Apple News, partnerships, and content development strategies.
- Responsible for on-site audience engagement strategies, including optimizing to balance audience recirculation, newsletter sign-ups, and advertising/promotional consumption behaviors.
- Responsible for site analytics and A/B testing initiatives that deliver actionable insights for content development and business growth.

Digital Revenue Ops:

- Oversees ad operations and digital direct sales support.
- Works collaboratively with SE’s technology team on ad tech development, audience targeting and consumer data technologies, and privacy compliance as well as modifications to the existing content management system and ad-tech platforms.
- Works with Chief Revenue Officer to manage advertising yield and Programmatic Advertising vendors by analyzing performance, managing vendors, maintaining quality, and evaluating new partners and offerings, as needed.
- Responsible for all consumer marketing efforts through Smithsonian magazine digital channels (on-site, email, social, and platform extensions) designed to optimize consumer contributions to SE/SI through magazine memberships, events, e-commerce, and travel promotions, as well as other SI membership/donation efforts.
• Responsible for creating and testing on-site customer journeys, marketing messages, and subscription pages that improve digital magazine membership conversions (in collaboration with the circulation team)
• Works collaborative with the Smithsonian magazine circulation team to develop new cross-platform strategies to incentivize online, auto-renewal orders and to test and create digital members benefits that support customer acquisition and retention

**Education, Qualifications, and Requirements**
To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below 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.

- Bachelor’s degree with MBA or business experience preferred. Experience in business development and marketing in digital media and consumer services required. 5-10 years of applicable work experience.
- Knowledge of budgeting and financial management
- Ability to communicate effectively in writing and presentations
- Ability to negotiate effectively with partners, vendors, and suppliers
- Strong quantitative, qualitative, and analytical skills
- Ability to develop strategic business development and marketing plans, as well as the key metrics needed to measure success
- 3-5 years management experience
- Ability to plan and execute numerous major projects simultaneously

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.

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

**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 Retail Group, Media 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 and cover letter to:</th>
<th><a href="mailto:SECareers@si.edu">SECareers@si.edu</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Application materials submitted without salary information will not be considered.</td>
<td>Please include the position title in the subject line.</td>
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</table>

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 résumés will be referred to the hiring manager.

Relocation expenses are not paid.

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).

We ask that the attached Applicant Survey Form be completed by candidates, except **Smithsonian Institution employees,** and returned with application materials. This form is for gathering statistical information and will not be a part of the application.
APPLICANT SURVEY FORM

The Applicant Survey Form is used to collect information from candidates during the search process to evaluate the effectiveness of the Institution’s search and recruitment efforts. Please print all responses. The information provided is not a part of the selection process and will be used for statistical purposes only. Your voluntary responses will have no effect on your consideration.

Vacancy Announcement Number: ___________________________

| First Name |               |               |               |               |
| Last Name  |               |               |               |               |

Year of Birth: 19___  Gender: Male ____  Female____

How did you learn about this position? Mark all sources that apply.

1. Mass media (magazines, newspaper, radio, television, poster, telephone job line)
2. Individual (friend, relative, Smithsonian employee, school or college counselor or official)
3. Information technology (Internet, World Wide Web, or SI Web site)
4. Association or organization (professional, community, religious)
5. Other (please indicate)

Self-identification by category: (Circle your responses.)

Ethnicity: Hispanic or Latino - a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race. Yes No

Race: (Mark all that apply.)

1. American Indian or Alaska Native
   A person having origin in any of the original peoples of North or South America (including Central America), and who maintains tribal affiliation or community attachment.
   Tribal Affiliation: ______________________________

2. Asian
   A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent, including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, or Vietnam.

3. Black or African American
   A person having origins in any of the black racial groups of Africa.

4. White
   A person having origins in any of the original peoples of Europe, the Middle East, or North Africa.

5. Native Hawaiian or Other Pacific Islander
   A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific islands.

Do you have any physical disabilities? Yes No

If yes, do you have a targeted disability? (Mark only one.)

1. Deaf
2. Blind
3. Missing extremities
4. Partial paralysis
5. Complete paralysis
6. Convulsive disorder
7. Mental retardation
8. Mental or emotional illness
9. Severe distortion of limbs and/or spine