



# Smithsonian Enterprises

## Career Opportunity This is not a Federal Position

We are currently accepting applications to fill the following vacancy:

### Lead Digital Designer Announcement Number SE-22-0114

<b>OPEN DATE:</b>	<b>November 16, 2021</b>
<b>CLOSING DATE:</b>	<b>November 30, 2021</b>
<b>PAY BAND:</b>	<b>I</b>
<b>SALARY RANGE:</b>	<b>(Commensurate with experience)</b>
<b>POSITION TYPE:</b>	<b>Trust Fund</b>
<b>APPOINTMENT TYPE:</b>	<b>Indefinite Appointment</b>
<b>SCHEDULE:</b>	<b>Full Time</b>
<b>DUTY LOCATION:</b>	<b>Washington DC</b>

**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/oeema](http://www.si.edu/oeema)

#### KEY REQUIREMENTS

- Pass Pre-employment Background Check and Subsequent Background Investigation for a position designated as Low Risk
- 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
- You must be fully vaccinated for Coronavirus Disease 2019 (COVID-19) with a Food and Drug Administration (FDA) authorized or FDA-approved COVID-19 vaccine.  
OR
- Have an approved Reasonable Accommodation granting an exemption from vaccine requirements. Please see additional information regarding reasonable accommodations below.

The Smithsonian Institution has a mandate requiring all employees (federal and trust), affiliated staff (including volunteers, interns, and fellows), and the contractors who work with us to be fully vaccinated against COVID-19 regardless of the employee's duty location or work arrangement (e.g., onsite, telework, remote work, etc.), subject to such exceptions as required by law. If selected, you will be required to be vaccinated against COVID-19 and submit documentation of proof of vaccination by November 22, 2021 or before appointment or onboarding with the Smithsonian Institution, if after November 22. The Smithsonian Institution will provide additional information regarding what information or documentation will be needed and how you can request a legally required exemption from this requirement. This requirement applies to employees, affiliated staff, contractors who are working on-site, and those teleworking in whole or in part. Limited exemptions to the Smithsonian Institution's COVID-19 vaccine mandate will be considered on a case-by-case basis for selected candidates who inform the

Smithsonian that they cannot be vaccinated because of a disability, including certain medical conditions the Center for Disease Control (CDC) considers contraindications to the vaccine, or because of a sincerely held religious belief, practice, or observance. **Additional information and instructions regarding Smithsonian's COVID-19 mandate will be provided at the time of selection.**

## OVERVIEW

The position of Senior Digital Designer is a key stakeholder within Smithsonian Enterprises' Digital Services team. This role will shape and lay the foundation for the design of digital revenue-generating activities and be integral in the creation of websites and digital creatives for new corporate and revenue generating products. The position will drive the digital editorial design for Smithsonian Media, working collaboratively with the editorial and consumer marketing teams for *Smithsonian* magazine on the appearance and content of the online publication. In addition, the Senior Digital Designer will work collaboratively with all Smithsonian Enterprises business units, providing digital design strategy and creative to be used for website development.

## ESSENTIAL DUTIES AND RESPONSIBILITIES include, but are not limited to, the following:

- Create, maintain, and oversee the overall design direction and strategy for the *Smithsonian* magazine website (Smithsonianmag.com), with direct input from key stakeholders to maximize revenue goals and to unify the online and print magazine experiences.
- Communicate creative vision to business leaders and accept and translate feedback into fully functional design prototypes.
- 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. Somewhat repetitive from above
- Understand and evaluate the impact of designs created and how they impact web analytics. Use data from design decisions to optimize overall online experiences and to grow traffic and revenue.
- Develop A/B experiments that provide clear outcomes of success and drive higher revenue based on design changes.
- Work with the Director, Digital Services & Technology to evaluate the overall strategy of website designs and identify areas for testing and revenue growth.
- Create unit design and branding assets for any for-hire Digital Services projects and work closely with the brand guidelines from Smithsonian Institution to achieve overall uniformity.
- Provide creative direction and assignments to junior designers and freelancers to ensure their work integrates into the overall design strategy.
- Work with the media team to develop and manage new and existing digital assets for interactive native advertising and custom advertising campaigns. Work with New York Marketing team to collect materials used in the creation of digital experiences within the *Smithsonian* magazine website.
- Keep up to date on design trends and inform leadership on new opportunities for growth.
- Lead all *Smithsonian* magazine online editorial design requests that support the editorial staff and product.
- Lead design strategy for email for *Smithsonian* magazine.
- Create marketing assets to be used on websites, email, paid social, and paid search and evaluate the creatives to determine the best ROI.
- Provide support for the online creative for Smithsonian Journeys and their print team assisting in conversion of print materials into digital assets.

## **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.

### **Candidates MUST have**

- 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, Figma, Invision and Microsoft based applications.
- Fluency in web-based accessibility design standards.
- Strong experience and understand of online web site content management systems and analytics reporting tools.
- Experience driving decisions with A/B testing tools such as Google Optimize to test and provide insights into design decisions and revenue flow patterns.
- Experience with designing websites within content management systems, such as Django CMS, WordPress, Drupal, and Big Commerce.
- Excellent oral and written communication skills necessary to carry out duties in an efficient and effective manner.
- Excellent research, organizational and analytical skills.
- Experience with Asana Project Management Tool.
- Ability to design and maintain world class websites for Smithsonian Enterprises at the highest level.
- Experience directing the work of freelancers and/or junior staff designers.
- Work collaboratively to prioritize projects in partnership with the Digital Project Manager and the Director, Digital Services and Technology.
- Strong presentation and note taking skills.
- Strong understanding of website programming tools, with knowledge of a website's HTML structure, HTML5, and experience using of web-based content management systems such as Django, Drupal, and WordPress.
- Fluent in Adobe Creative Suite products, such as Photoshop, Illustrator, and InDesign.
- Fluent in designing for and understanding the requirements of UX based accessibility practices, including WCAG 2.0 & 2.1 AA guidelines.
- 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.
- Able to work 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.

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, E-Commerce, and Educational Travel.

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

To Apply:

<b>Please forward a resume, salary requirements and cover letter to:</b> Application materials submitted without salary information will not be considered.	<a href="mailto:SECareers@si.edu">SECareers@si.edu</a> Please include the position title in the subject line.
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. <b>What to expect next:</b> 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 considered a part of the application.

**DEMOGRAPHIC INFORMATION ON APPLICANTS**

OMB No.: 3046-0046

Expiration Date: 7/31/2023

Vacancy Announcement No.:

Position Title:

**YOUR PRIVACY IS PROTECTED**

This information is used to determine if our equal employment opportunity efforts are reaching all segments of the population, consistent with Federal equal employment opportunity laws. Responses to these questions are voluntary. Your responses will not be shown to the panel rating the applications, to the official selecting an applicant for a position, or to anyone else who can affect your application. This form will not be placed in your Personnel file nor will it be provided to your supervisors in your employing office should you be hired. The aggregate information collected through this form will be kept private to the extent permitted by law. See the Privacy Act Statement below for more information.

Completion of this form is voluntary. No individual personnel selections are made based on this information. There will be no impact on your application if you choose not to answer any of these questions.

Thank you for helping us to provide better service.

**1. How did you learn about this position? (Check One):**

- Agency Internet Site recruitment
- Private Employment Web Site
- Other Internet Site
- Job Fair
- Newspaper or magazine
- Agency or other Federal government on campus
- School or college counselor or other official
- Friend or relative working for this agency
- Private Employment Office
- Agency Human Resources Department (bulletin board or other announcement)
- Federal, State, or Local Job Information Center
- Other

**2. Sex (Check One):**

- Male**
- Female**

**3. Ethnicity (Check One):**

- Hispanic or Latino** - a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.
- Not Hispanic or Latino**

**4. Race (Check all that apply):**

- American Indian or Alaska Native** - a person having origins in any of the original peoples of North or South America (including Central America), and who maintains tribal affiliation or community attachment.
- 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.
- Black or African American** - a person having origins in any of the black racial groups of Africa.

- Native Hawaiian or Other Pacific Islander** - a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific islands.
- White** - a person having origins in any of the original peoples of Europe, the Middle East, or North Africa.

## 5. Disability/Serious Health Condition

The next questions address disability and serious health conditions. Your responses will ensure that our outreach and recruitment policies are reaching a wide range of individuals with physical or mental conditions. Consider your answers without the use of medication and aids (except eyeglasses) or the help of another person.

A. Do you have any of the following? Check all boxes that apply to you:

- Deaf or serious difficulty hearing
- Blind or serious difficulty seeing even when wearing glasses
- Missing an arm, leg, hand, or foot
- Paralysis: Partial or complete paralysis (any cause)
- Significant Disfigurement: for example, severe disfigurements caused by burns, wounds, accidents, or congenital disorders
- Significant Mobility Impairment: for example, uses a wheelchair, scooter, walker or uses a leg brace to walk
- Significant Psychiatric Disorder: for example, bipolar disorder, schizophrenia, PTSD, or major depression
- Intellectual Disability (formerly described as mental retardation)
- Developmental Disability: for example, cerebral palsy or autism spectrum disorder
- Traumatic Brain Injury
- Dwarfism
- Epilepsy or other seizure disorder
- Other disability or serious health condition: for example, diabetes, cancer, cardiovascular disease, anxiety disorder, or HIV infection; a learning disability, a speech impairment, or a hearing impairment (if this applies to you, please go to Section A.1.)

If you did not select one of the options above, please indicate whether.

- None of the conditions listed above apply to me.
- I do not wish to answer questions regarding disability/health conditions.

### A.1. Other Disability or Serious Health Condition (Optional)

You indicated that you have a disability or a serious health condition. If you are willing, please select any of the conditions listed below that apply to you. As explained above, your responses will not be shown to the panel rating the applications, to the selecting official, or to anyone else who can affect your application. All responses will remain private to the extent permitted by law. See the Privacy Act Statement below for more information.

Please check all that apply:

- I do not wish to specify any condition.
- Alcoholism
- Cancer
- Cardiovascular or heart disease
- Crohn's disease, irritable bowel syndrome, or other gastrointestinal

**impairment**

- Depression, anxiety disorder, or other psychological disorder**
- Diabetes or other metabolic disease**
- Difficulty seeing even when wearing glasses**
- Hearing impairment**
- History of drug addiction (but not currently using illegal drugs)**
- HIV Infection/AIDS or other immune disorder**
- Kidney dysfunction: for example, requires dialysis**
- Learning disabilities or ADHD**
- Liver disease: for example, hepatitis or cirrhosis**
- Lupus, fibromyalgia, rheumatoid arthritis, or other autoimmune disorder**
- Morbid obesity**
- Nervous system disorder: for example, migraine headaches, Parkinson's disease, or multiplesclerosis**
- Non-paralytic orthopedic impairments: for example, chronic pain, stiffness, weakness in bones or joints, or some loss of ability to use parts of the body**
- Orthopedic impairments or osteo-arthritis**
- Pulmonary or respiratory impairment: for example, asthma, chronic bronchitis, or TB**
- Sickle cell anemia, hemophilia, or other blood disease**
- Speech impairment**
- Spinal abnormalities: for example, spina bifida or scoliosis**
- Thyroid dysfunction or other endocrine disorder**
- Other. Please identify the disability/health condition, if willing: \_\_\_\_\_**

**PRIVACY ACT AND PAPERWORK REDUCTION ACT STATEMENTS**

**Privacy Act Statement:** This Privacy Act Statement is provided pursuant to 5 U.S.C. 552a (commonly known as the Privacy Act of 1974). The authority for this form is 5 U.S.C. 7201, which provides that the Office of Personnel Management shall implement a minority recruitment program, by the Uniform Guidelines on Employee Selection Procedures, 29 C.F.R. Part 1607.4, which requires collection of demographic data to determine if a selection procedure has an unlawful disparate impact, and by Section 501 of the Rehabilitation Act of 1973, which requires federal agencies to prepare affirmative action plans for the hiring and advancement of people with disabilities. Data relating to an individual applicant are not provided to selecting officials. This form will be seen by Human Resource personnel in the Office of Personnel Management (who are not involved in considering an applicant for a particular job) and by Equal Employment Opportunity Commission officials who will receive aggregate, non-identifiable data from the Office of Personnel Management derived from this form.

**Purpose and Routine Uses:** The aggregate, non-identifiable information summarizing all applicants for a position will be used by the Office of Personnel Management and by the Equal Employment Opportunity Commission to determine if the executive branch of the Federal Government is effectively recruiting and selecting individuals from all segments of the population. **Effects of Nondisclosure:** Providing this information is voluntary. No individual personnel selections are made based on this information. There will be no impact on your application if you choose not to answer any of these questions.

**Paperwork Reduction Act Statement:** The Paperwork Reduction Act of 1995 (44 U.S.C. 3501 et. seq.) requires us to inform you that this information is being collected for planning and assessing affirmative employment program initiatives. Response to this request is voluntary. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB Control Number. The estimated burden of completing this form is five (5) minutes per response, including the time for reviewing instructions. Direct comments regarding the burden estimate or any other aspect of this form to [INSERT: Agency name and address] and to the Office of Management Budget, Office of Information and Regulatory Affairs, Washington, DC 20503.