Vacancy Announcement
Senior Vice President, Media
Senior Level Trust (Non-Federal) Position

SE-23-0102

Announcement Closes on November 3, 2022

Duty Location: Washington, DC

This position is open to all qualified candidates eligible to work in the U.S.

The SVP Media Group (SVP) will provide overall leadership, strategy, and accountability for all aspects of the Smithsonian Enterprises’ Media Division including business strategies, growing existing and new businesses, partnership management, editorial, advertising sales, marketing, and financial performance. In this role, the SVP will be responsible for building, maintaining, and growing the Smithsonian’s commercial media businesses. This includes building a long-term strategy and plan for Smithsonian’s flagship Media brand Smithsonian Magazine for print, digital, social and any other appropriate media platforms and the strategic relationship with Paramount Global for the Smithsonian Channel.

The SVP will oversee operations for all Smithsonian Media’s editorial content with the goal of providing a coordinated, innovative, and strategic approach to making this content available to a broad audience on all existing and new platforms. The role will also be responsible for developing and maintaining an editorial plan that supports the overall mission of the institution and works in partnership with the programmatic, academic, and public programs developed by the Smithsonian museums and units.

The SVP will be responsible for building and maximizing the baseline membership for the Smithsonian and working closely with the Office of Advancement to move members to higher membership tiers. The SVP is responsible for all revenue generation, building the annual budget and managing to the P&L, and developing and executing against a viable long-term plan. Incumbent has the responsibility to oversee the financial and business management for the Media Group including magazine circulation/membership, marketing, advertising sales, editorial and the Smithsonian Channel.

The incumbent will work closely with the President, Smithsonian Enterprises, the SVP Finance and Administration and other senior leaders to identify opportunities for SE to improve its sources of unrestricted funds for SI from media related revenue growth and partnerships.

MAJOR RESPONSIBILITIES

STRATEGY AND FINANCIAL MANAGEMENT:

- Full P&L responsibility including annual revenue and net gain targets for businesses within the media portfolio (budgets and variances, forecasts, and financial analysis), while minimizing risk, controlling expenses, and using resources efficiently in order to maximize media’s financial contribution to the Institution.
- Develops and executes against a long-term media strategy, setting and delivering against annual budgets and making recommendations to improve/expand SE’s media properties and assets. Responsible for all revenue generation and editorial content creation. Goal is to maximize the profitability of existing products while building a long-term plan that continues to generate significant unrestricted revenue for the Institution.
• Builds long-term content strategy for the implementation and growth of Smithsonian Media’s editorial products and services. Map out a content strategy that supports and extends the reach of the Smithsonian. Ensure all content is on-brand and consistent in terms of quality, style and global user experience.
• Develop strategies for new and emerging technology platforms. Work closely with SE’s CIO and SI’s Head of Digital Transformation on all technology platforms.
• Seek pan institutional synergies (e.g., Office of Advancement, Office of Public Affairs, Museums, Education, and research units) to enhance and strengthen SE’s media platform.
• Identify appropriate outside partnership opportunities and distribution channels designed to maximize Smithsonian Media’s reach and revenue potential.
• Be a thought leader on the entertainment and media landscape, how content distribution is continuing to evolve, and advocate and influence internally across the organization on behalf of partners and strategic opportunities.

REVENUE, SALES AND MARKETING

• The SVP Media, working closely with the Chief Revenue Officer (CRO), is responsible for defining and maintaining the revenue strategy, architecting and integrating the revenue system, and designing and launching revenue programs.
• Through the CRO, oversee Advertising Sales, Media Marketing, Digital Marketing, Research and Circulation.
• Implement marketing strategies in partnership with the CRO that increase traffic and engagement through the creation of compelling campaigns and associated editorial content across multiple channels and platforms.
• Define the go-to-market business models for new content businesses that includes how to access customers, drive sales, attract influencers, leverage media channels and organize teams.
• Work with SE leadership to identify and launch pan-SE revenue generating opportunities.
• Use Media platforms to help drive revenue to other SE business, as appropriate.
• Work closely with Smithsonian Channel to leverage new products, services and territories as well as marketing opportunities across the institution and across all media platforms to maximize the revenue potential.
• Expand and/or explore new programming formats with the Channel or other partners to further expand the reach of the Smithsonian.

EDITORIAL DEVELOPMENT

• Develop a core media content strategy that ensures collaboration on content across all media platforms and supports and extends the reach of the Smithsonian.
• Supervise work of key media officers and participates in the hiring and supervising of content leaders in all content areas.
• Oversee workflow for creating, editing, publishing, and distributing content.
• Develops standards, systems and best practices for both human talent and technological practices for content creation and distribution.
• Works closely with SE SVP Channel Programming, Smithsonian Museum Directors, and Smithsonian Channel senior leadership to identify and develop best-in-class program ideas for the Smithsonian Channel.
• Produce, lead, and direct the overall digital content related to Smithsonianmag.com and all digital products and extensions, applications, enhanced digital magazines, etc., which will be created under the Smithsonian Media brand.

Qualifications & Experience:

Bachelor's degree (B.A. or B.S.) from a four-year college or university. MBA highly preferred; Minimum of 15 years of experience leading a multichannel content business (publishing, journalism, digital, television, etc..) for a highly recognized and profitable media property, with full P&L responsibility and as an executive in a senior management position. Proven track record in building and evolving media businesses and extensive experience in media business development.
• Experienced business development executive with experience in the media industry including Media strategy, financial and operational experience.
• Ten (10) years minimum in a leadership position with full P&L responsibility for a media business and extensive experience working with senior level management.
• Consumer marketing experience required. Membership experience a plus.
• Demonstrated track record in developing and improving revenues and profitability of business.
• Excellent written and verbal communication skills including presentation skills to senior level executives.
• Must have advanced computer skills. Ability to create reports, spreadsheets for business analysis, and presentation to senior management, staff, and outside companies.
• Ability to formulate, develop and implements programs, and oversees the coordination of policies and procedures.
• Strong management skills in hiring and developing a team and managing change and creating a positive employee experience. The ability to lead and inspire large teams of creative personnel and content creators as well as business staff to achieve company’s stated goals.
• Must be technically proficient in all areas of digital design, content presentation, overall site architecture, and related elements of the digital consumer publication.
• Proven business development knowledge/experience in partnership-building and joint ventures with outside organizations.
• Skilled at both long-form content creation and real-time (immediate) content creation and distribution strategies and tactics.

Compensation commensurate with experience
No relocation expenses will be paid

HOW TO APPLY

Who may be considered for employment: All qualified candidates 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).

E-mail your resume, cover letter and salary requirements by the closing date to:
SECareers@si.edu

The Smithsonian Institution is an Equal Opportunity Employer. Women, minorities, people with disabilities and candidates of all backgrounds are encouraged to apply.

The individual selected for this position is subject to fingerprinting and a full-field background investigation and will be required to file a confidential statement of employment and financial interests. This position is subjected to the Smithsonian Institution’s Standards of Conduct, the Smithsonian Statement of Values and Code of Ethics, as well as the policies established by the Board of Regents and the Smithsonian administration including Senior Level compensation policy. Employment in this position prohibits from serving on the boards of for-profit corporations.

We ask that the attached 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.
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,
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 legbrace 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 multiple sclerosis
☐ 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 the Office of Management Budget, Office of Information and Regulatory Affairs, Washington, DC 20503.