Career Opportunity
This is not a Federal Position

We are currently accepting applications to fill the following vacancy.

Sr. Project Manager, Digital Special Projects & Custom Content
Announcement Number SE-23-0165

<table>
<thead>
<tr>
<th>OPEN DATE:</th>
<th>August 28, 2023</th>
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<tbody>
<tr>
<td>CLOSING DATE:</td>
<td>September 5, 2023</td>
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<td>PAY BAND:</td>
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<td>SALARY RANGE:</td>
<td>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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<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. See Smithsonian EEO program information: 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
- U.S. employment eligible without sponsorship

For the latest information on the COVID-19 vaccination requirements and its impact on your application, click on Smithsonian Institution’s Frequently Asked Questions.

OVERVIEW

The Senior Project Manager, Digital Special Projects & Custom Content is responsible for managing client expectations, schedules, budgets, assets, and scope. From conception and design to development and implementation, the incumbent will efficiently plan and prioritize all deliverables and resources working across multiple projects. Reporting to Director, Digital Services and Technology, the project manager works closely with Media Group to produce products specifically designed to meet the needs of clients.

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

Custom Content and Special Projects:

- Develop custom content concepts, in partnership with the leads in Marketing and Audience Development, for internal and external partners, including Smithsonian Media digital advertisers.
- Produce content and source images for marketing pitches, coordinate with designers to mock-up visuals.
- Coordinate Media Group stakeholders to gather all custom content requirements and assets from clients.
- Assemble and manage timelines associated with the creation of custom content.
• Produce engaging custom content based on audience insights, Smithsonian brand guidelines and advertisers’ requirements and goals.
• Source and curate multimedia assets, coordinating with designers, developers, and Smithsonian’s Digital Video Studio as necessary.
• Manage and edit freelance writers and photographers.
• Draft socially optimized headlines, subheads, captions, and decks.
• Produce content for custom ads that drive traffic to native content campaigns and other special projects; coordinate with designers and development team to build, test and launch custom units on site.
• Coordinate with the Directors of Digital Strategy & Operations and Advertising Operations to manage the distribution of custom content across Smithsonian.com website, social media networks, newsletters, and other platforms to meet campaign goals.
• Contribute proactively to analysis and optimization of workflow, platforms, and vendor relationships to drive efficiency and scale.
• Stay up to date on native advertising/custom content and distribution trends and competitor programs.

Digital Revenue Generating Project Management:
• Coordinate and manage projects from start to finish.
• Work with the sales and marketing teams to provide project estimates, setting budgets, and managing funds.
• Creating, maintain and report project scopes, schedules, and milestones.
• Regularly engage with clients through each step of the production process and provide post-project support.
• Attend weekly production and sales meetings that highlight project needs, review RFPs, solicit feedback from design and development, and supply initial recommendations on budgets related to custom native campaigns.
• Submit invoices and coordinate with SE accounting on payments and new vendor paperwork.
• Assemble project teams, develop project schedules, track project deliverables, and maintain responsibility for determining and acquiring resources needed.
• Closely manage estimates and timelines for all projects assigned to ensure projects remain on-time and on-budget.
• Plan and execute client meetings, gather assets, and produce content into our content management system.
• Responsible for quality assurance testing by reviewing projects to ensure adherence to project deliverables and client goals.
• Understand internal and external goals and work collaboratively to achieve and exceed results.
• Foster strong rapport with clients and act as a customer champion. Maintain a continuous focus on the customer and the customer experience. Interact with customers to understand their needs, perform business analysis, troubleshoot problems, and identify solutions that meet their needs.

Secondary Functions/Responsibilities:
• Work hands-on with various Content Management Systems (CMS), adding in client assets such as images and text.
• Train internal stakeholders on the use of the Content Management System.
• Provide support to new and existing clients and assist in website issues related to the CMS or escalate issues to the Director, Digital Services & Technology.
• File bugs reports when necessary.
• Support SE’s media team on projects and initiatives
• Support SE’s travel business on projects and initiatives
**Education/Knowledge /Qualifications:**

- Bachelor’s degree (B.A.) from a four-year college or university and/or 5-10 years of related experience training; or equivalent combination of education and experience.
- 3-5 years of project management experience, preferably in a client-facing role.
- PMP Certification/Certified Scrum Master or equivalent experience preferred.
- Knowledge of Asana Project Management Software Tool.
- Fluency with Adobe Design and Microsoft Office products.
- Familiarity with website analytics, content management systems and digital marketing platforms.
- Familiarity with content management systems such as Drupal, WordPress, or Django.
- Experience working on software development projects; an understanding of web technologies and an ability to learn technical concepts quickly
- Previous experience and knowledge of Museums and education a plus
- Excellent organizational skills and the ability to manage and multi-task across multiple projects, take initiative, and work independently.
- Excellent communication skills, including the ability to communicate between technical and non-technical contributors in a contextually intelligent manner.

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 operates retail, media, product development, licensing and other services which promote the Smithsonian mission while generating an essential source of unrestricted funding for the Institution. By providing products and services that reflect the mission of the museums and research centers, Smithsonian Enterprises plays a critical role in advancing the Institution’s mission: the increase and diffusion of knowledge.

Smithsonian Enterprises encompasses *Smithsonian* magazine, Museum stores, Restaurants, IMAX theaters and the Smithsonian Catalog, Consumer products, Educational travel, e-commerce, and commercial media enterprises in book publishing and the Smithsonian TV Channel.

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

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<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>
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<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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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.

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)