

7.3 MANAGER, DIGITAL SERVICES Institutional Support Center



REPORTS TO:	Associate Director, Information Systems
SUPERVISES:	None
STATUS:	Full Time, Exempt

OMCA CORE COMMITMENT

All staff embrace and advance the OMCA mission, values, and vision, and uphold OMCA core principles in their work, public interactions, working relationships, and efforts on behalf of the Museum and the people OMCA serves. This shared commitment helps build a relevant and sustainable future for OMCA. The core principles are:

- **Open optimism**... communicating, learning, experimenting, and working in new ways while upholding mutual respect, trust, transparency, and quality in our work
- **Mission minded**... embracing collective leadership for institutional success in the visitor experience, public engagement, financial sustainability, and relevancy for the future
- **Courageous collaborations**...integrating multiple viewpoints and talents through cross-disciplinary, cross-functional, and cooperative processes within the Museum and with our public and communities
- **Adaptive accountability**...demonstrating capacity to fulfill expectations while remaining responsive to the issues of our community and the ever changing environment in which we work

ROLE OF THE INSTITUTIONAL SUPPORT CENTER

The Institutional Support Center provides ongoing internal support for the operations of OMCA. The staff in the ISC oversee and provide financial management and monitoring, human resource structure and administration, technology coordination, facility and grounds use and maintenance, and security for the Museum.

SUMMARY OF POSITION DUTIES AND RESPONSIBILITIES

The Manager, Digital Services, develops, designs, produces, implements, and maintains digital, in-gallery and online platforms for conveying dynamic, accurate, and relevant communications to diverse audiences using content drawn from museum collections, exhibitions, curatorial research, programs, educational curriculum, and other museum activities. The Manager collaborates with staff in other Centers to develop architectures for digital information projects informed by audience research, emerging technologies, and cutting edge best practices to extend Museum activities and content from the galleries to the online community.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The following reflects OMCA's definition of essential functions for this position, but does not restrict the tasks that may be assigned. OMCA may assign or reassign duties and responsibilities to this position at any time due to reasonable accommodation or other reasons.

Institutional Responsibilities

- Support the Museum's mission, values, vision, and core commitment to the visitor experience, community engagement, and institutional relevancy for the future;
- Contribute to and support the OMCA strategic plan, annual priorities, and institutional initiatives such as diversity advancement;
- Exercise leadership, the highest level of integrity, and professionalism in all aspects of work on behalf of OMCA and service to the public;
- Contribute creative ideas and propose solutions to support a proactive work environment;
- Contribute to a positive organizational culture based on mutual respect, a spirit of collegiality, cooperation, and openness to many perspectives;
- Work within guidelines for the prudent management of the OMCA annual budget and finances;
- Adhere to personnel policies and practices;
- Participate in a culture of ongoing learning, collaboration, innovation, creativity, and community engagement;
- Participate on and/or lead project teams as assigned; and,
- Participate in conversations and education about museum practices, standards, and trends that contribute to a 21st century museum in service to the public.

Digital Platform Development

Coordinate a strategic effort to upgrade or build a new architecture for online and in-gallery information flow that is flexible, extensible, and manageable;

Coordinate with project staff to provide a holistic and consistent audience and author experience, from the web to the galleries and back again;

- Help edit, package, and create museum content appropriate for various media and online platforms, including blog, e-mail communications, monthly newsletter campaigns, etc.;
- Maintain web access to e-commerce applications (online store and ticket sales);
- Serve on Museum's cross-function technology committee; and,
- Serve as museum liaison to web server companies.

Project Management

- Collaborate with staff to design and program online, web-based delivery platforms, including CMS databases, weblogs, podcasts, e-learning applications, and other digital publications;
- Develop, implement, and evaluate media initiatives and related projects based on current and developing trends in museum and digital technologies, both short- and long-term;
- Collaborate with staff in using content drawn from museum collections, exhibitions, curatorial research, and other museum activities to create innovative experiences that generate public awareness and interest;
- Help to integrate Museum content on social networking sites such as YouTube, Facebook, Twitter, etc., to position the Museum as a public forum on topical issues and creative activities defining the California experience;
- Guide, advise, and train staff on web-related projects and issues based on evolving information systems, social media, and other distributed content management technologies;
- Collaborate with other Museum technology positions to facilitate and maintain collaborative workflow;
- Provide technical support on the maintenance of the Museum's online collections database in collaboration with curatorial and collections staff.

QUALIFICATIONS

Knowledge of:

- Installation and maintenance of LAMP CMS systems including Drupal;
- Linux system administration and MySQL database programming;
- HTML, HTML5, PHP, Perl, CSS, Javascript, and Flash;
- Dreamweaver, Photoshop, and Imageready (advanced level);
- Microsoft Windows 2000/XP/Vista, Windows 7;
- Mac OS X applications and operating systems, including MS Office, FileMaker, and Adobe Creative Suite;
- New media tools, including blogging, streaming video, and web-based training;
- Content management, integrating website content with third party database tools;
- HTML e-mail campaign practices;
- Best practices in Information Architecture and User Interface design;
- Project management, including budgetary procedures and timeline completion;
- English, fluent in both spoken and written form; and,
- A secondary language, such as Spanish or Chinese, is desired.

Ability to:

- Design, plan, and program updates and upgrades to Museum CMS systems;
- Adapt complex content for appropriate media platforms;
- Self-manage projects simultaneously and meet deadlines;
- Translate complex materials to accessible media platforms for serving diverse audiences;
- Operate a motor vehicle in the performance of assigned duties;
- Coordinate and integrate multiple projects simultaneously;
- Learn and adopt emergency technologies; and,
- Identify appropriate applications for a Museum setting.

EDUCATION AND EXPERIENCE

A combination of experience and education that demonstrates possession of the necessary knowledge and abilities for this position is required as noted:

- Six years in developing and managing a range of digital projects, including web and media development;
- Related experience in digital and online services in a non-profit setting preferred; and,
- Bachelor's degree from an accredited college or university in computer science, engineering, or related field.

PHYSICAL & MENTAL REQUIREMENTS

While performing the duties of this position, the employee is frequently required to do the following:

- Stand, sit, and walk for extended periods of time;
- Crouch, bend, and reach;
- Lift objects weighing up to 50 lbs (might want this to be 35 lbs., but not more than 50 lbs.);
- Coordinate multiple tasks simultaneously;
- Collect, interpret, and/or analyze complex data and information;
- Utilize visual acuity to operate equipment, read technical information, and/or use a keyboard; and,
- Utilize hand and finger dexterity.

WORK ENVIRONMENT

While performing the duties of this position, the employee is frequently exposed to the following:

- Noise, such as groups of people working in enclosed areas; and,
- Typical office environment with frequent interruptions.

LICENSE OR CERTIFICATE

To perform the duties of this position, the employee is required to possess the following:

- Valid California driver's license.