

# Honolulu Museum of Art

## JOB DESCRIPTION

<b>Job Title:</b>	Web project manager and content coordinator
<b>Department:</b>	Communications
<b>Supervisor:</b>	Director of Communications
<b>Employment Status:</b>	Full-Time
<b>FLSA Status:</b>	Exempt
<b>Work Hours:</b>	8:00 am–5:00 pm with occasional evenings and weekends
<b>Issue/Reissue Date:</b>	May 5, 2017

The Honolulu Museum of Art (HoMA) is an equal opportunity employer committed to recruiting and retaining a diverse, qualified workforce. The Museum strives to maintain a staff that works together to maintain its mission:

*To bring together great art and people to create a more harmonious, adaptable and enjoyable society in Hawai'i.*

Our Vision: To be a world-class institution with great collections of art and leading education programs. We will reflect changes that are happening in Hawai'i, Asia and the world.

Conceived as an institution that would make Hawai'i an even better place to live, the Honolulu Museum of Art (HoMA) is committed to showcasing the highest quality art from around the world for the benefit of residents and visitors. Art and Education are central to the museum's mission, with 299,000 people visiting each year and 36,900 students participating in school programs both at the museum and throughout the community. The museum's art collection has grown into one of the most extensive in the United States, with a special emphasis on works of art that reflect the diverse communities that call Hawai'i home.

### **Job Summary:**

The Communications Department is a team of highly collaborative individuals who work with colleagues across the museum and engage with art, ideas, and audiences in a disciplined manner. The web project manager and content coordinator has two primary areas of work—website and Tessitura Network Express Web (TNEW).

The museum is gearing up to redevelop the website, and the web project manager will manage this project in tandem with IT's network manager and senior graphic designer, and work closely with a design firm throughout the redevelopment process. Once the new website is launched, this position will then be in charge of website maintenance, troubleshooting website issues to make sure it runs smoothly.

The core of the website work includes updating the website with content generated by the museum's relevant departments, and also writes original content. The web content coordinator collects and revises written and visual content according to the nature and tone of the website, and monitors site content and ensures information on the website is accurate and current. Must be able to prioritize museum information to go on the site in a way that reflects communications strategy and best serves the public. The position works within the technical framework of the museum's current custom content management system, but is not directly responsible for the configuration or development of this system. Responsible for troubleshooting website issues with the site's designers.

Is a key member of the cross-departmental team that manages the museum's Tessitura software, a system that handles online ticketing, memberships, donations, and fully integrated fundraising capability. This includes updating content on the museum's Tessitura Network Express Web (TNEW) pages as needed, and managing content on the Tessitura-integrated app.

Must be willing to pitch in on projects not directly related to website, such as contributing content to the blog, laying out the weekly enewsletter, and helping to create promotional videos to be used on social media and the website.

### **Minimum Qualifications:**

- Bachelor's degree; minimum one year experience website content coordination.
- Strong understanding of content management systems and WYSIWYG editors.
- Understanding of information architecture.
- Working knowledge of basic HTML commands and CSS formatting.
- General understanding of other code languages and protocols.
- Ability to prepare photographic and video information for the website, using tools such as Adobe Photoshop and Apple Final Cut Pro.
- Ability to define content direction, implementing site content in a meaningful and useful way.
- Excellent interpersonal and oral/written communication skills. Needs to be able to adapt copy from staff to suit usage on website.
- Rigorous attention to detail, excellent organizational abilities, manage multiple deadlines.
- Excellent computer skills, including the Microsoft Office Suite, Mac operating systems, Adobe Creative Suite and knowledge of databases.
- Ability to work independently and as part of a team.
- Excellent customer service/customer relations skills.
- Ability to work some late nights and weekends.
- Ability to work with diplomacy and tact at all times.
- Ability to take initiative, multitask, and work graciously in a fast-paced environment.

### **Desired Qualifications:**

- Understanding of HoMA's established identity and dedication to maintaining it.
- Proficiency in HTML, CSS and Javascript.
- Familiarity with Web APIs
- Experience overseeing website redevelopment.
- Knowledge of Tessitura.
- Experience in recording and transcribing interviews.
- Videography and video editing skills.
- Knowledge of and interest in art and museums.

### **Essential Duties:**

- Write and distribute website redevelopment RFP.
- Working with IT and Communications, selects website developer.
- Based on internal and external needs, creates website flowcharts.
- Monitor and update current website pages and create new pages for museum departments as needed.

- Generate and edit copy and conduct photo research.
- Contribute edits to Tessitura system tables, update TNEW pages, and maintain the crosslinking between Tessitura software and HoMA website.
- Monitor daily Tessitura use by museum staff. Provides oversight for theater event pages, Art School class pages, Shangri La calendars/pages, Museum Shop, and Development (donations and membership) pages. Checks functionality of pages and aesthetic consistency.
- Provides Tessitura system support: Generates basic code and/or edits system tables in Tessitura for various departments. Troubleshoots errors, and works with Tessitura Networks support team when necessary. Acts as Communications Department's Tessitura point person for all museum departments.
- Manage system tables: Modify system tables in Tessitura to enact sitewide edits as needed, including but not limited to cart settings, sitewide aesthetics, confirmation pages, user-account settings, auto-generated emails, and dynamic messaging. Edit and add dynamic messaging for museum departments using TNEW as needed.
- Oversees WordFly, the online email/messaging service the museum uses for eblasts. Coordinates data pulls from Tessitura to use on WordFly.
- Tessitura has many capabilities. This position is responsible for assessing how the museum can continue to get the most out of Tessitura and develop strategies for Tessitura incorporation with Wordfly, HoMA website, HoMA blog, and social media.
- Maintain mobile site and app, which are integrated with Tessitura and powered by InstantEncore. This includes managing time-sensitive content, geofences, mobile ticketing settings, audio tours, and push notifications.
- Maintain HoMA blog, monitoring for errors and resolving as needed.
- Contributing writer to museum blog/enewsletter.
- Responsible for preparing calendar for members' magazine.
- Monitor and report analytics from all museum web platforms.

**Traits and characteristics:**

The successful candidate should demonstrate an ability to initiate and sustain momentum without close supervision. Exhibiting a polished presence, diplomacy, discretion and a deep respect and understanding of the museum and its brand.

**Working Conditions and Atmosphere:**

This position works with minimum supervision. Work will often be performed with short deadlines and situations sensitive to the Museum. Regular office hours are required. Due to the nature of the responsibilities, evening and weekend work is sometimes required, and at times may be on an emergency basis.

The statements contained herein describe the scope of the responsibilities and essential functions of this position, but should not be considered to be an all-inclusive listing of work duties and requirements. Individuals may perform other duties as assigned including work in other areas to cover absences or relief to equalize peak work periods or otherwise balance the workload.

Honolulu Museum of Art is an Equal Opportunity Employer and does not discriminate against any employee or applicant for employment because of race, color, sex, age, national origin, religion, sexual orientation, gender identity, status as a veteran, and basis of disability or any other federal, state or local protected class.