

State Preservation Board

Posting #2020-004

Web and Digital Media Manager

Job Type: Full Time, Monday - Friday, 8:00 am - 5:00 pm

Posting Dates: August 23-September 20, 2019

Hiring Rate: \$3,917-\$4,167/monthly

Position Summary:

The Bullock Texas State History Museum is a dynamic institution that engages visitors in Texas history and culture through a variety of exhibitions, films, and programs. The Bullock Museum is the state's official history museum and is a part of the State Preservation Board (SPB), a prestigious state agency that maintains the State Capitol, the Texas Governor's Mansion, Texas State Cemetery, and other Texas landmarks for the benefit of all Texans.

The Bullock Museum's website, TheStoryofTexas.com, serves as a platform for diverse projects, including podcasts, artifact galleries, and the Texas Story Project that facilitate on-site and virtual visitor experiences. These projects have received multiple international, national, and state awards, including top honors from the American Alliance of Museums and the Texas Association of Museums.

The Web and Digital Media team supports the Museum's website and digital programs, and develops new projects to expand and engage Bullock Museum audiences. Using online tools and digital and interactive exhibition media—developed both in house and with contractors—the team enhances visitor experiences for the Museum's website, permanent galleries, special exhibitions, outreach, and programming.

Reporting to the Bullock Museum's Director of Web and Digital Media, the Web and Digital Media Manager formats, manages, and maintains all content for the Museum's website TheStoryofTexas.com as well as video, animation, and other digital content for the Museum's social media channels, digital signage, and gallery spaces. This includes day-to-day updates of the TheStoryofTexas.com and on-site digital signage to ensure all digital channels are current and accurate, and supports the Museum's Communications, Interpretation, and Operations departments through photography, videography, animation, and webpage development. The Digital Media Manager may also be required to create content as needed and help set-up and troubleshoot in-gallery audio-visual hardware and software. ***Must be able to work the agency's 360 day schedule that will include weekends, evenings, and/or holidays, including on short notice. Must be able to pass a thorough criminal background check to be considered.**

Essential Job Duties: For purposes of this agency's job descriptions, "essential job duties" are defined as assigned tasks that are critical or fundamental to the position and not marginal. If an individual is qualified to perform the essential job duties, he or she must be able to perform the essential job duties with or without reasonable accommodation.

- Under the supervision of the Director of Web and Digital Media, the Web and Digital Media Manager actively writes, edits, and proofreads copy and updates graphic content for the Museum's website using its custom content management system (CMS), including scheduling homepage image and text updates, creating and updating film and program pages, drafting artifact, exhibition, and other website pages, and putting theater and film tickets on sale, sometimes remotely after-hours and on weekends.
- Coordinates, proofreads, schedules, and publishes department updates to the website to ensure consistent technical and style standards.
- Frequently updates digital signage and coordinates with the Visitor Services department for schedule or programming changes.
- Edits and assists with maintaining touchscreen interactive applications, motion graphics, animations, video, audio, digital signage, and photography using Adobe Creative Cloud products for the Museum's exhibitions, outreach, education, and marketing initiatives.
- In consultation with the Communications department, uses images, video, animations, and/or text to make short advertisements and Public Service Announcements (PSAs) to be used in online video pre-roll and over the top (OTT) advertising.
- Participates in Communications department meetings to ensure digital projects are coordinated with other external communications activities and timelines.
- Participates in social media planning activities, and takes photographs and creates video and motion graphics to enhance Museum messaging on the Museum's social channels.
- Creates video, motion graphics, and static slides for the Museum's theaters' pre-shows.
- Provides analytics reports and help support web-facing components of the Museum's Customer Relationship Management (CRM) system for Museum Administration, including using hypertext markup language (HTML) programming and maintaining and updating Cascading Style Sheets (CSS).
- Assists with the creation of HTML email templates to support Communications staff.

An Equal Employment Opportunity Employer

- Assists with coordination between IT staff, Exhibitions and Education staff, and outside vendors and contractors as needed for digital projects
- Attends after-hours events to photograph, provide videography services, or live-stream events.
- Displays sound judgment and effective interpersonal skills; communicating plainly on complex Web and Digital Media projects.
- Remains abreast and complies with all applicable safety rules, regulations, standards and emergency procedures. Plans and performs work with safety and security front of mind. Continuously assesses safety conditions to ensure individual and workplace safety and safety of visitors and staff. Promotes visitor safety and building and systems security. Assists with building evacuation if necessary.
- Regular prompt attendance is an essential job duty for all State Preservation Board positions.
- Performs all duties in a manner that promotes public confidence in the agency and its employees and in accordance with the agency's ethical standards. Adheres to all agency policies and procedures.
- Performs all other related duties as assigned. May occasionally be required to work evenings, weekends and/or holidays.

Minimum Qualifications: Successful candidate will have a Bachelor's degree from an accredited university. This position requires candidates to have a minimum of two years of professional work experience with website, photography, and video production. Candidate must have held a previous position that required making website updates using a CMS. Must be proficient in HTML and CSS coding, and fluent with Adobe Creative Cloud products including Photoshop, Illustrator, and Premiere Pro. Must demonstrate outstanding written communication and editorial skills, and possess strong organization skills, the aptitude to experiment with new software technologies and products, and the ability to collaborate effectively within a team environment.

Preferred Qualifications: Ideal applicant will have a Master's degree in a related field and will possess more than two years of experience working as a webmaster in a digital, creative, or marketing department for a cultural institution. Experience working with Adobe AfterEffects, Animate, or similar animation/interactive software is a plus. Final candidates will be asked to respond to writing prompts and present a select portfolio to the hiring committee.

To Apply:

Submit a fully completed State of Texas application to the SPB by:

Email: TSPB.Employment@tspb.texas.gov

Fax: (512) 463-3372

Mail or in person to: 201 E. 14th Street, Suite 950, Austin, Texas, 78701

For an application visit:

<http://www.tspb.texas.gov/spb/employ/employ.html> internet or call: (512) 463-5495. For consideration, a fully completed state application must be received by the SPB by the close of business on the final day posted. Only candidates selected for an interview will be contacted.

State Job Title: Web Administrator I

Classification: 0300

Salary Group: B-18

VETERANS: Military Occupational Specialty Codes (MOS): Army: 25B Information Technology Specialist; **Navy/Coast Guard:** IT Information Systems Technician; **Marines:** 0671 Data Systems Administrator; **Air Force:** 3D0X4 Computer Systems Programming

Veterans with other related MOS or additional duties pertaining to the minimum experience requirements may meet the minimum qualifications for this position and are highly encouraged to apply. Use your military skills to qualify for this position or other jobs. Go to www.texasskillstowork.com to translate your military work experience and training into civilian job terms, qualifications and skill sets or for additional Military Crosswalk information go to <http://www.hr.sao.state.tx.us/Compensation/JobDescriptions.aspx>.

EEO Statement:

The State Preservation Board is an equal opportunity employer and welcomes all qualified applicants without regard to national origin, race, color, religion, age, sex, sexual orientation, disability, genetic information, or Veteran status. In compliance with the Americans with Disabilities Act (ADAA), if you require reasonable accommodation in the interview and selection process, please call the agency's ADA Coordinator at (512) 475-4992.

Selection Information:

At the time of hire, selected applicants must show proof of eligibility to work in the U.S. in compliance with the Immigration Reform and Control Act. All males who are age 18 through 25 are required to register with the Selective Service and may be asked to present proof of registration or exemption from registration upon hire.

The State Preservation Board uses E-Verify to confirm the employment eligibility of all newly hired employees. To learn more about E-Verify, including your rights and responsibilities, please visit www.dhs.gov/E-Verify.

An Equal Employment Opportunity Employer