

North Carolina Museum of Art Foundation, Inc.



Job Title:	Web Content Coordinator
Opening Date/Time:	Friday, November 18, 2016
Closing Date/Time:	Monday, December 5, 2016
Salary:	Commensurate with experience
Job Type:	Full Time Salary Non- Exempt
Location:	North Carolina Museum of Art Foundation, Inc. 2110 Blue Ridge Road, Raleigh, NC 27607
Department:	Marketing

Job Summary:

The Web Content Coordinator at the North Carolina Museum of Art is responsible for maintaining the museum's website content, ensuring content is accurate and reflective of organization's overall messaging and event calendar. This position gathers information from all Museum departments, and works closely with the marketing and editing team to be sure web materials are up to date, organized, and reflect overall marketing goals.

This position has contact with nearly all departments within the organization, and therefore the person in this role must possess excellent communication skills. The position also interacts with external web development and design contractors, working with them to ensure site is functional and user-friendly.

The position reports directly to the Director of Marketing and Visitor Services.

Job responsibilities

- Manage quarterly event and content input uploads to ncartmuseum.org, working with editing and ticketing departments to gather information and post it in a timely manner
- Manage product content uploads to online Museum Store Shopify site
- Work with outside design and development team to communicate needed site updates or fixes
- Monitor and complete web content update requests from staff in a timely manner
- Monitor and report site statistics, such as user demographics, traffic flow and search engine placement

Qualifications:

- Undergraduate degree in computer science or related field such as marketing or communications, or certificate/associate's degree
- A strong sense of self-direction and strong teamwork skills
- Ability to prioritize work and meet deadlines in a fast-paced environment
- Strong organizational and time-management skills
- Superb proficiency in spoken and written English
- Effective communication and presentation skills

- Content Management System experience, preferably with Expression Engine and Wordpress
- Web-related project management experience
- Working knowledge of HTML, Google Analytics, and search engine optimization
- Ability to communicate effectively at all levels of the organization
- Knowledge of or passion for the visual arts
- Ability to troubleshoot and monitor all work for accuracy

Core Competencies:

- **ETHICS & INTEGRITY** - Ability to maintain social, ethical, and organizational norms, firmly adhering to the codes of conduct and ethical principles set forth for all NCMA employees through direct and honest communication with colleagues and clients, follow through on commitments, and ability to build confidence and respect.
- **CUSTOMER SERVICE** - Thorough appreciation of the importance of listening to and understanding the customer (both inside and outside the organization); anticipating customer needs; giving high priority to customer needs and concerns.
- **TEAMWORK & COLLABORATION** - The ability to work well with others, putting needs of group above needs of self when necessary.
- **COMMUNICATION** - Ability to understand and gain understanding from leadership, peers and subordinates as well as communities served.
- **INITIATIVE** - Actively attempts to influence events to achieve goals through self-starting rather than passive acceptance and takes action beyond what is necessarily called for in order to achieve goals.
- **COMPETENCE & EXPERTISE** - Ability to consistently demonstrate requisite skill level for role.
- **QUALITY** - Error-free, value-added care and service that meets and/or exceeds the needs and legitimate expectations of those served as well as those within the organization.
- **PROFESSIONALISM** - Exhibits courteous, conscientious, and businesslike manner in all work-related activities and when communicating with others in the workplace.
- **RESULTS ORIENTED** - Ability to prioritize goals and allocate time and resources accordingly to achieve those goals when faced with competing priorities.
- **PROJECT MANAGEMENT** - Ability to anticipate, direct and energize others, creating commitment among team members regarding project milestones, resource requirements, timelines, and measures of success.

Essential Physical Functions:

- Ability to lift 20 lbs throughout the day
- Ability to sit or stand for long periods of time

Equipment Used:

Basic office equipment; phone, computer, copier and fax machines

North Carolina Museum of Art Foundation, Inc.



Diversity Statement: *The North Carolina Museum of Art Foundation, Inc. is committed to creating an equitable, hospitable, appreciative, safe, and inclusive environment – one that embraces the full spectrum of all community members’ contributions. The NCMA Foundation makes this commitment because: Diversity strengthens the workforce in competence and ability; Celebrating diversity appreciates and values individual differences; Diversity serves an increasingly heterogeneous society; Diversity is crucial to our ability to serve all citizens. The NCMA Foundation encourages and supports staff efforts to reach out to people of all races, national origins, abilities, religions, sexual orientations, veteran status, ages, and genders who visit and who live in communities nearby. This outreach is to focus on engaging in partnerships that expand programs and services in a way that is meaningful and of value to all people. The NCMA Foundation is dedicated to offering quality experiences to all visitors through a workforce and volunteer corps that reflects the diversity of North Carolina.*

The North Carolina Museum of Art Foundation, Inc. is an equal opportunity employer. *We strive to create a working environment that includes and respects cultural, racial ethnic, sexual orientation and gender identity diversity. Women, racial and ethnic minorities, persons with disabilities, persons over 40 years of age, disabled and Vietnam era veterans and people of all sexual orientations and gender identities are encouraged to apply.*