

**Title:** Digital Specialist

**Department:** Administration

**Status:** Full time, Exempt

**Supervisor:** Director of Executive and Board Affairs

**Salary:** \$55,000

**Position Purpose:**

We are seeking a skilled and versatile Digital Specialist to join our team and introduce a digital mindset and promote digital proficiency in the work culture. As the Digital Specialist, you will be responsible for facilitating communication with our Managed Service Provider (MSP) staff and offering training and support to MNA staff on all areas of digital work.

**Responsibilities:**

- **Communications with MSP Staff:**
  - Serve as the primary point of contact for all communications between our organization and the MSP staff.
  - Coordinate and facilitate effective communication channels, ensuring timely dissemination of information, updates, and feedback.
  - Foster positive relationships and address concerns or queries from the MSP staff promptly and professionally.
- **Manage MNA's online presence:**
  - Develop and maintain our company website, ensuring it remains up-to-date, visually appealing, and user-friendly.
  - Regularly update content, including news, events, and announcements, and optimize website performance and search engine visibility.
  - Collaborate with the public engagement team to align website content with overall branding and messaging.
  - Co-ordinate & manage social media presence working with staff across Departments
- **Subject Matter Expertise:**
  - Acquire knowledge of all applications used at MNA, including software, systems, and tools.
  - Act as a subject matter expert and provide support, advice, and guidance on IT and digital matters to internal teams.
  - Work with MSP to implement established life cycle maintenance plan for all MNA hardware.
  - Ensure MNA employees are trained in IT and software usage.
  - Responsible for the upkeep of all technology currently being used in the exhibit galleries.
  - Trains and advises staff on use of audio/video equipment for recording museum activities.
- **Documentation and Reporting:**
  - Create and maintain documentation related to hardware inventory, website updates, communication protocols, and application usage guidelines.
  - Prepare regular reports on website analytics, communication metrics, and user feedback to identify areas for improvement and measure the effectiveness of digital communication strategies.

**Key Relationships:**

- Works under the direction of the Director of Executive and Board Affairs.
- Will work closely with the Executive Director to implement the Strategic Plan goal of developing the Museums full digital potential.
- Works closely with staff across all departments to assist and support with technical issues, as well as providing or procuring appropriate training for staff.
- Will be the liaison with our MSP, Executech.

**Abilities, Skills and Knowledge:**

- Excellent organizational skills with the ability to manage multiple tasks and prioritize effectively.
- Analytical mindset with the ability to gather and interpret data to inform decision-making.
- Strong problem-solving skills and a proactive approach to addressing challenges.
- Friendly, enthusiastic, positive, and outgoing personality.
- Be dependable, responsible, and trustworthy.

**Requirements:**

- Degree in communications, or information technology preferred, but not required.
- Proven experience in website management, including content creation and optimization.
- Strong communication skills, both written and verbal, with the ability to convey technical information to non-technical stakeholders.
- Proficiency in various web technologies and content management systems (CMS).
- Familiarity with MSP operations and experience in coordinating communication with external service providers is preferred.

**How to apply**

- Please submit a cover letter and resume to [employment@musnaz.org](mailto:employment@musnaz.org). Email is the preferred method of application submission. If you have further questions, please contact Jill Thomas at 928-774-5211, ext 203. Resume review will begin immediately.

If you are passionate about digital communications, possess technical expertise, and thrive in a dynamic environment, we would love to hear from you. Join our team as the Digital Specialist and contribute to our organization's success by ensuring seamless communication and maintaining a compelling online presence.

*“We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.”*