

JOB ANNOUNCEMENT

Organization: National Museum of Women in the Arts
Position: Director of Digital Engagement
Department: Digital Engagement

POSITION SUMMARY:

The Director of Digital Engagement leads a team responsible for the implementation of the museum's digital communications tools, including its new institutional website, award-winning social media platforms, and digital projects including in-gallery technology, online exhibitions, mobile/audio guides, and video content. As the museum evolves its strategic plans for the future, we seek a highly motivated, collaboratively-minded individual to lead us in developing an ambitious digital strategy to reach new audiences and deepen engagement with NMWA's mission. The ideal applicant will have strong project management experience, familiarity with a broad range of technical systems, and a passion for the visual arts and advocacy for women.

RESPONSIBILITIES:

- Lead a cross-departmental team and coordinate with consultant(s) in creating a comprehensive Digital Engagement Framework that complements and enhances the museum's Strategic Priorities. Lead the Digital department in the implementation and routine iteration of the framework.
- Expand the museum's online presence and extend its reach to diverse audiences.
- Drive accessibility efforts across the institution.
- Oversee all aspects of the museum's web presence and user experience, including establishing standards and workflows, ensuring regular content updates, tracking metrics, and managing site architecture.
- With team, address website technical issues and identify features for further development to meet the evolving needs of the museum and users.
- Oversee content creation for the website and social media.
- Collaborate and coordinate with the Communications and Marketing department on a range of engagement initiatives including marketing campaign landing pages and paid social media ads as well as mission-focused awareness projects.
- Partner with the Curatorial, Education, Publications, Library, and Public Programs departments to produce and adapt exhibition and program-related content for digital platforms.
- Collaborate with Development/Membership department to leverage the museum's digital properties to enable membership acquisition and fundraising.
- Develop and manage the Digital department's annual operating budget.

QUALIFICATIONS:

This position requires an undergraduate degree in a related field with at least 5 years' experience managing digital media in a museum or non-profit setting—including websites, social media, mobile

experiences, in-gallery interactives, and other digital content and platforms. The ideal candidate will have the following qualifications:

- Strong knowledge of digital best practices, internet functionality, and emerging technologies and trends
- Prior experience defining, developing, and implementing strategic initiatives across an organization
- Superior organizational and project management skills
- Superior oral and written communication skills
- Creative outlook and approach to problem-solving
- Ability to work independently and as part of a team
- Strong budget management experience
- Awareness of usability and accessibility principles, customer needs, and UX design
- Familiarity with a variety of platforms, including Customer Relationship Management (CRM) systems, Content Management Systems (CMS), ticketing software, and e-commerce platforms.
- Knowledge of social media channels (especially Facebook, Instagram, Twitter, and YouTube)

SALARY:

The salary for this position is \$75,000 annually and includes a benefits package.

Please submit applications by emailing cover letter and résumé to HR@nmwa.org. Successful candidates will be subject to reference and background checks. The National Museum of Women in the Arts is an equal opportunity employer.

The National Museum of Women in the Arts ([NMWA](#)) is the only major museum in the world solely dedicated to championing women through the arts. With its collections, exhibitions, programs, and online content, the museum inspires dynamic exchanges about art and ideas; advocates for better representation of women artists; and serves as a vital center for thought leadership, community engagement, and social change.