Employment Opportunity:  
*Head of Digital Content & Strategy {Hybrid}*  

**About the Museum**  
The Rubin Museum of Art located in Chelsea, New York City, explores and celebrates the diversity and uniqueness of Himalayan art, ideas, and culture across history and into the present. The Rubin serves as a guidepost to examine big questions of what it means to be human today with the intent of creating a more compassionate, resilient world.

With its globally renowned collection, the Rubin fosters understanding and appreciation of the Himalayan region by connecting its art and ideas to contemporary issues that are relevant in our visitors’ lives today.

Largely inspired by the philosophical traditions of Buddhism and Hinduism, the Rubin offers innovative exhibitions and programs that examine provocative ideas across the arts and sciences. In doing so, the Museum serves as a space for reflection and personal transformation, opening windows to inner worlds so visitors can better navigate outer ones.

Our five gallery floors feature several long-term rotating installations drawn from the permanent collection, including *Gateway to Himalayan Art*, *Masterworks*, and our recently installed interactive space, the Mandala Lab.

**About the Position**  
In this newly created position, the Head of Digital Content & Strategy will play a major role in the envisioning and crafting of an intentional digital visitor experience driven by audience needs and storytelling.

In this role, the Head of Digital Content & Strategy (Head) serves as the digital creative communicator and is responsible for the development and implementation of a digital content strategy, framework and platform for the Rubin Museum. The Head will help to develop the editorial mission and voice for the Museum and ensure that the new digital content strategy aligns the Rubin’s digital vision and brand.

The Head will lead a staff of three including the Senior Manager, Editorial & Publications as part of the team to work across the organization in its efforts to drive the Rubin’s digital and editorial initiatives.

As a creative producer and consensus-builder, the Head will work closely with the Chief Experience Officer (CXO) and across the organization to build a relevant and accessible Rubin experience designed to ignite curiosity, grow audiences, and meet the needs of current and future visitors.
This is a full-time exempt position reporting to the Chief Experience Officer/Director of Visitor Experience & Interpretation.

**Responsibilities:**

- Supervises and motivates a team of 3 including: Senior Manager, Editorial & Publications, Writer & Editor, Digital Content, and Coordinator/Project Manager
- Works with team and CXO to conceive, initiate, and drive public-facing digital projects that push industry boundaries and visitor expectations
- Collaborates with Marketing & Communications, Programs & Partnerships, and Curatorial & Collections to develop content for public-facing audiences
- Develops and guides in-gallery digital interactive offerings for exhibitions and permanent collection including applications, kiosks, websites, etc.
- Ensures that all outputs are creative, measurable, well targeted, professionally produced, and on brand, with content suitable for a range of digital channels including websites, apps, in-gallery, and mobile experiences, etc.
- Works with Marketing & Communication to coordinate content for distribution across channels
- Writes, edits, and reviews content for initiatives as needed
- Manages and implements measurement systems that demonstrate the performance of initiatives with Marketing & Communications
- With the CXO, supports the museum in the implementation its overall digital strategy, running trainings, and turning strategic recommendations into practical application
- Leads stakeholders in development and implementation of digital content strategy and content framework for all public-facing expressions of the Rubin
- Guides cross-departmental teams to facilitate collaboration, leverage resources, provide guidance, ensure alignment with strategic goals, and provide awareness of overall initiatives and capacity.
- Advises teams on best methods for online program delivery and other digital programmatic outputs
- Leads brainstorms with teams to come up with well-informed topics and themes for content creation
- Develops and advises on project schedules, track project status and manage team deliverables, overseeing digital content production efforts from conception through completion.
- Improves and implements best practices for user-centered content design, including creative development processes
- Projects resourcing, estimation, budgeting, risk management, deployment, support and maintenance of projects as required
- Grows, engages and retains a digital audience across digital platforms, considering new partnership opportunities for content development and distribution

**Qualifications:**

- A minimum of 3 years of professional experience supporting and/or guiding the digital strategy for an organization with a proven track record of developing and managing successful onsite and online digital offerings
- 3 - 5 years of experience in content creation, digital publishing, and/or storytelling
• Strong verbal communicator who can distill complex ideas in simple terms
• Exceptional writing and editing skills, with demonstrated success creating compelling content that is tailored to goals and audiences
• 3+ years management experience
• Demonstrated technical and project management skills including creative development processes, content management systems, and integrating into technology ecosystems
• A collaborative self-starter with excellent organizational skills, attention to detail, and the ability to drive content projects from start to finish
• Ability to monitor, track, analyze and report on engagement metrics
• Ability to establish editorial standards and guidelines
• Stays informed on the latest media platforms, technology tools and marketing solutions
• Proficiency in Microsoft Office and Google suite products is required.
• Knowledge and experience of developing and deploying Search Engine Optimization (SEO) strategies a plus
• Familiarity and/or experience with Himalayan arts and cultures a plus

Salary: Low to mid $90k commensurate with experience.

The Rubin Museum offers a generous and competitive compensation and benefits package.

Hybrid work model:
The Rubin is committed to a hybrid work from home (WFH) environment. Our current hybrid model allows employees to work offsite as much as is practical based on their job responsibilities and will stay in effect until possibly the end of August 2022. The Rubin’s future WFH policy will allow employees to work offsite three (3) days per week based on their job responsibilities and will take effect in September 2022 at the earliest.

COVID-19 vaccination requirement:
• Newly hired employees are required to be fully vaccinated for COVID-19 (i.e., have received both doses of a 2-dose vaccine OR a single dose of a one-dose vaccine) and must provide proof of vaccination.
• The above definition of “fully vaccinated” is based on the current definition from the Centers for Disease Control and Prevention (CDC).

Please provide the following as part of your application:
• Complete resume
• A cover letter addressing both your interest in the Rubin Museum and your qualifications for this position
• Two samples of previous work (e.g., videos, audio, digital interactives, or comparable materials), including at least one sample of written work (e.g., published article, script, exhibition text, training or strategy documents, etc.)
Application:

Please indicate **Head of Digital Content & Strategy** in the subject line of email and in body of cover letter.

- Applications in electronic format preferred and accepted at jobs@rubinmuseum.org.
- Send mail application to The Rubin Museum of Art, 150 West 17th Street, New York, NY 10011. Attention: Head of Human Resources Dept.

*The Rubin Museum of Art is an equal opportunity employer and considers all candidates for employment regardless of race, color, sex, age, national origin, creed, disability, marital status, sexual orientation, or political affiliation.*