

## Digital Content

### Expected projects/work assignments

- Web production of whitney.org webpages
- Media production tasks may include research, transcription, assistance with video shoots, archiving assets, among others
- A research project will be determined based on the candidate's background interests; topics range from web analytics to user testing to comparative analysis of the digital content landscape

### Skills and qualifications required (including technology skills)

- Ability to learn new skills quickly and work effectively in a fast-paced environment
- Strong, clear communication skills and superb attention to detail
- Passion for contemporary culture and the visual arts - Experience using a CMS or digital publishing tool (such as Wordpress)
- Interest in web accessibility
- Familiarity with data analytics or statistics useful, but not required

### What type of training will be provided?

- Introduction to project management software, digital content production, and basic museum processes
- Training on the Whitney's website CMS
- Approaches to social media strategy and planning

### Outcomes

- Learn to create impactful content that fulfills the Whitney's mission and reaches audiences both online and at the Museum
- Production management and communication skills
- Basics of user testing and web analytics
- Experience as an effective member of a small team doing big things