



Chief Innovation Officer

Digital Experience & Communications Division

The Baltimore Museum of Art (BMA) seeks to fill the newly created position of Chief Innovation Officer to provide vision and strategic direction within a broad range of digital and traditional marketing channels. The ideal candidate will develop imaginative and innovative approaches to reach and engage audiences through brand awareness that communicates the relationship between the Museum's mission, vision and programs and the community. The CIO will have a strategic mindset and will lead the development and implementation of a comprehensive marketing plan aimed at utilizing a variety of media, both traditional and digital, to enhance the understanding, appreciation, and exploration of the Museum's collections, in-gallery and online.

The Chief Innovation Officer will manage a team responsible for digital content production, design and development of the Museum's platforms, Information Technology, Marketing, Communications and Publications, Audience Engagement (Visitor Services), Digital Asset Management and Rights and Reproductions. This position reports directly to the Dorothy Wagner Wallis Director of the Baltimore Museum of Art.

RESPONSIBILITIES

Responsibilities include but are not limited to:

- In collaboration with other members of senior management and the Board of Trustees, develop a cutting edge brand strategy and marketing plan including digital media, traditional marketing techniques, and public relations and communications.
- Play a leadership role in strategic, budget and other institutional planning efforts.
- Develop and execute comprehensive short-term and long-term marketing plans and programs to support growth in the BMA's membership, contributed revenues, museum and event attendance and earned revenue goals.
- Develop a cross-platform strategy for enhancing audience experience in alignment with the Museum's digital, marketing, and institutional strategies.
- Craft social media, marketing and messaging plans to serve individual department needs.
- Serves as the point-of-contact for digital strategy, priorities, digital media project requests, and updates on upcoming initiatives or projects underway.
- Leads the thoughtful use of digital media and technology to enhance visitors' understanding, appreciation, and exploration of the Museum's collections.
- Work with the Director and senior management to identify and cultivate donors who will increase institutional capacity to support technology and digital initiatives.
- Ensures that digital content is distributed widely across multiple platforms in order to reach new and diverse audiences.
- Works closely with departments across the museum engaged in electronic documentation, digital media production and programming and other transactional and digital activities including Education, Exhibitions, Installation, Rentals and Events
- Advises on innovative approaches to the management of digital content and assets, and dissemination across multiple platforms. Stays current with emerging technologies, and abreast of digital initiatives and activities at other museums, libraries and cultural institutions.
- Supervises and coaches departmental staff including IT, Audience Engagement (Visitor Services), Marketing, Communications and Graphic Design.
- Serve as senior staff liaison to the Marketing Committee of the Board of Trustees.

QUALIFICATIONS

- Bachelor's Degree in design, marketing, visual communications or related field; Masters preferred. Equivalent combination of experience and education will be considered.
- 8-10 years demonstrated experience successfully leading, developing and implementing marketing/digital strategy across organizations, ideally within cultural, arts or education sector
- Proven experience delivering innovative solutions for a rapidly changing technology landscape.
- Track record of developing and implementing a market strategy that targets a diverse audience base.
- Must possess sound management skills with regard to projects, personnel and budgets and have a solid grasp of the fundamentals of good asset management, and intellectual property issues involved with technology and museums.
- Demonstrated ability to manage competing demands and changing pace of priorities.
- Excellent written and verbal communication and presentation skills.
- Strong interpersonal skills. Interest in collaborating with a wide range of stake holders, constituents and all levels of BMA staff.
- Experience working with art museums and/or non-profit cultural institutions desired.
- Experience and/or knowledge of user experience design and visitor needs.

BENEFITS

The BMA is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law. We are committed to building a culturally diverse staff and strongly encourage all qualified professionals to apply.

We offer a competitive salary and a generous benefits package. For this exempt position we offer medical, dental, vision, prescription, 403b retirement plan, long term disability, flexible spending account, flexible and condensed scheduling, museum and restaurant discounts, and reduced fee gym membership. We also offer accrued vacation, holidays, personal days, floating holidays, and sick days.

APPLY

Please send a cover letter with salary requirements and resume to HR@artbma.org with **“Chief Innovation Officer”** and **your first and last name** in the subject line.

Incomplete application materials will not be considered.

No phone calls please.