

PUBLIC FELLOWS PROGRAM

Job Title:	Content Analyst
Organization:	Minneapolis Institute of Art
Location:	Minneapolis, MN
Stipend:	\$67,500 with health insurance for the fellow
Start Date:	September 1, 2017

ORGANIZATION DESCRIPTION

The Minneapolis Institute of Art enriches the community by collecting, preserving, and making accessible outstanding works of art from the world’s diverse cultures. Mia is the upper Midwest’s premier encyclopedic art museum, with more than 90,000 works of art in our permanent collection, reflective of 20,000 years of human creativity. Central to the museum’s values is a fundamental belief in accessibility, that opportunities to connect and engage with art should be available to all. For this reason, the museum maintains a free general admission policy and continues to enhance and extend education and outreach efforts in support of our original charter. Annually, the museum welcomes more than 750,000 visitors of all ages and serves 200,000 students at no charge, both at the museum and in classrooms throughout the region. Through our free general admission and educational resources, Mia provides visitors from all walks of life opportunities to experience artworks from around the globe.

The curatorial division expands, researches, displays, and activates Mia’s permanent collection for our visitors both onsite and online. It pushes the state of the field by mounting special exhibitions that bring together objects in new and interesting ways and by publishing scholarly content through electronic and traditional print media. The Content Strategy office collaborates with the museum’s eight curatorial departments and with Mia’s other divisions to develop, manage, and deliver innovative and engaging content that connects the permanent collection to the museum’s onsite and online visitors. Learn more at www.artsmia.org.

POSITION DESCRIPTION

The Minneapolis Institute of Art seeks a Content Analyst to support the development of new approaches to collections-focused content creation and delivery. This is an exciting new role that provides vital support in an area of strategic organizational growth. Under the direction of the Content Strategist within the Curatorial Division, the Content Analyst will analyze emerging trends in digital-age content development and delivery both within and beyond the museum field and work closely with curatorial departments and Mia’s divisions of Learning Innovation, Media and Technology, and Audience Engagement to propose and create new forms of content. These forms will include, but are not limited to: audio, video, digital storytelling, and digital publishing. The successful candidate will have strong project management and collaborative skills, an openness to many points of view, and a passion for using storytelling to connect scholarly research with nonspecialist audiences. This is a great opportunity for someone interested in digital strategy, museum education, and nonprofit and academic digital publishing.

By the end of the fellowship, the Content Analyst will have a broad knowledge of art museum research, content creation, and publishing strategies; will have contributed to the development of new models of

This position is *only* available through the Mellon/ACLS Public Fellows program. You may *not* contact the host institution to inquire about this position.

research-based, multimedia content on Mia's collection; will have proposed and helped implement new workflows in support of 21st-century museum content production and distribution; and will have furthered a new culture of content creation at Mia based in the collaborative, iterative, and cross-disciplinary practices inherent to the digital age. S/he will have normalized a process of research-based content optimization and strategic dissemination across a variety of platforms to reach and impact a broader audience.

Primary responsibilities:

- Analyze established and emerging trends in digital-age content generation and delivery in museums and other industries, particularly digital publishing;
- Collaborate with the divisions of Media and Technology, Learning Innovation, and Audience Engagement to assess and analyze visitor behaviors, interests, and motivations in relation to museum content;
- Propose and organize curatorial staff training in digital-age forms of communication and content creation; and
- With curators and other museum staff, research and create collections-focused content including text and scripts for audio and video.

QUALIFICATIONS

- PhD in the humanities or humanistic social sciences;
- Outstanding communication skills, both written and oral;
- Experience with the digital humanities and/or familiarity with and interest in open-source digital platforms;
- Passion for translating complex concepts for a nonspecialist audience through multiple approaches;
- Excellent research and analytical skills; and
- Excellent organizational skills.

APPLICATIONS

- Information on the Mellon/ACLS Public Fellows Program: www.acls.org/programs/publicfellows
- All applications must be submitted through the ACLS Online Fellowship Application System (ofa.acls.org)
- Application deadline: March 22, 2017, 8 p.m. Eastern Daylight Time

This position is *only* available through the Mellon/ACLS Public Fellows program.
You may *not* contact the host institution to inquire about this position.