



Career Opportunity This is not a Federal Position

We are currently accepting applications to fill the following vacancy:

Digital Advertising Operations Coordinator – Media Group Announcement Number: SE-25-0126 Number of Vacancies: One

OPEN DATE:	April 7, 2025
CLOSING DATE:	April 21, 2025
PAY BAND:	G
SALARY RANGE:	Up to \$70,000 (Commensurate with Experience)
POSITION TYPE:	Trust Fund
APPOINTMENT TYPE:	Indefinite
SCHEDULE:	Full time
DUTY LOCATION:	New York, NY

Position Sensitivity and Risk: Non-sensitive (NS)/Low Risk

Open to all qualified applicants

What are Trust Fund Positions?

Trust Fund positions are unique to the Smithsonian. They are paid for from a variety of sources, including the Smithsonian endowment, revenue from our business activities, donations, grants and contracts. Trust employees are not part of the civil service, nor does trust fund employment lead to Federal status. The salary ranges for trust positions are generally the same as for federal positions and in many cases trust and federal employees work side by side. Trust employees have their own benefit program and may include Health, Dental & Vision Insurance, Life Insurance, Transit/Commuter Benefits, Accidental Death and Dismemberment Insurance, Annual and Sick Leave, Family Friendly Leave, 403b Retirement Plan, Discounts for Smithsonian Memberships, Museum Stores and Restaurants, Credit Union, Smithsonian Early Enrichment Center (Child Care), Flexible Spending Account (Health & Dependent Care).

CONDITIONS OF EMPLOYMENT

- Pass Pre-employment Background Check and Subsequent Background Investigation
- Complete a Probationary Period
- Maintain a Bank Account for Direct Deposit/Electronic Transfer.
- The position is open to all candidates eligible to work in the United States. Proof of eligibility to work in the U.S. is not required to apply.
- Trust applicants must meet all qualification and eligibility requirements within 30 days of the closing date of this announcement.

OVERVIEW

Reporting to the Advertising Operations Director, the Digital Advertising Operations Coordinator is a junior position responsible for project managing digital ad campaigns for Smithsonian Enterprises' Media group. Digital products include newsletters, custom emails, website banners, video content, native content, and more.

The coordinator will be responsible for managing client timelines, scheduling, and asset management. The incumbent will support the execution teams by tracking campaign performance and providing regular reporting for the client.

This position manages the complete lifecycle of digital campaigns, working closely with sales, marketing, and production teams. The digital ad ops coordinator is expected to provide superior customer service. This role will contribute to the daily operations and overall strategy of digital sales and digital ad operations, ensuring that the quality and responsiveness of service meets or exceeds expectations.

DUTIES AND RESPONSIBILITIES

- Schedule ad campaigns for the Smithsonian Magazine website, partnering with our ad agency and internal teams.
- Traffic all assets (custom and non) from advertisers, agencies. QA assets for functionality and compliance with technical specifications and content restrictions and distribute when approved to Digital, Marketing and Production teams. (This includes ensuring accurate specs, formats and links).
- Coordinate approvals from clients/sales for custom content such as native content, custom units, sponsored newsletters, custom emails, and more prior to launch.
- Set up campaigns in Adventive, build all custom and non-custom units in the platform, and coordinate with internal teams and ad agency to set campaigns live.
- Create client facing digital performance reports from multiple data sources (coordinating with our programmatic/direct agency, GA4, social analytics etc.) and help compile weekly campaign performance reports.
- Support generating campaign performance report templates for monthly analysis.
- Play a role in developing and implementing best practices and processes to improve operational flow.
- Monitor trends in performance, competitor insights and identify areas of improvement and opportunity.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

QUALIFICATION REQUIREMENTS:

Education and Experience: To qualify for this position, applicants must possess a Bachelor's degree from a four-year college or university and/or at least 3 years of related experience training; or equivalent combination of education and experience.

Experience required for this position is as follows:

- 3 or more years of relevant digital ad operations experience.
- Capable of high-level data analysis using Excel, Google Analytics 4, and more.
- Working knowledge of Google Ad Manager (GAM), Google Tag Manager (GTM), Google Analytics 4, Adventive, and similar systems.
- Superior written and verbal communication skills including a positive attitude and ability to interact with a diverse audience including peers, management, clients, vendors, and others.
- Must have design and copy experience.
- Able to multitask, perform efficiently and accurately under tight deadlines.
- Possess strong critical thinking, quantitative analysis abilities, and close attention to detail.
- Display a dependable, strong work ethic with the ability to manage projects autonomously.
- Pro-active, quick learner, able to adapt and operate effectively in a fast-paced, highly demanding, constantly evolving environment.
- Able to work independently and with a team as needed.

Applicants, who wish to qualify based on education completed outside the United States, must be deemed equivalent to higher education programs of U.S. Institutions by an organization that specializes in the interpretation of foreign educational credentials. This documentation is the responsibility of the applicant and

should be included as part of your application package.

Any false statement in your application may result in your application being rejected and may also result in termination after employment begins.

How To Apply:

Please forward a resume, and cover letter to:	SECareers@si.edu Please include the position title in the subject line.
Applications received on or before April 21, 2025, at 11:59pm (EST) will be considered. Resumes should include a description of your paid and non-paid work experience that is related to this job; starting and ending dates of job (month and year).	
What To Expect Next: Once the vacancy announcement closes, a review of your resume will be made compared to the qualifications and experience as it applies to this job. After a review of applicant resume is complete, qualified candidates' résumés will be referred to the hiring manager.	

Relocation expenses are not paid.

The Smithsonian Institution provides reasonable accommodation to applicants with disabilities where appropriate. Applicants requiring reasonable accommodation should contact the point-of-contact listed in the "How To Apply" section above. Determinations on requests for reasonable accommodation will be made on a case-by-case basis. To learn more, please review the Smithsonian's [Accommodation Procedures](#).

The Smithsonian offers a number of exceptional benefits to its employees who qualify. Benefits include:

Health, Dental & Vision Insurance, Life Insurance, Transit/Commuter Benefits, Accidental Death and Dismemberment Insurance, Annual and Sick Leave, Family Friendly Leave, 403b Retirement Plan, Discounts for Smithsonian Memberships, Museum Stores and Restaurants, Credit Union, Smithsonian Early Enrichment Center (Child Care), Flexible Spending Account (Health & Dependent Care)

The Smithsonian Institution is an **Equal Opportunity Employer**. We believe that a workforce comprising a variety of educational, cultural, and experiential backgrounds support and enhance our daily work life and contribute to the richness of our exhibitions and programs. See Smithsonian EEO program information: www.si.edu/ocema.

YOUR PRIVACY IS PROTECTED

Trust Applicants Demographic Form

Thank you for your interest in the Smithsonian Institution and this Trust Hiring position. The Smithsonian is requesting your response to this optional equal opportunity survey. The information is used to determine if our equal opportunity efforts are reaching all segments of the population that is consistent with Federal equal employment opportunity laws. Your responses will not be shown to the panel rating the applications, to the selecting/hiring official, or anyone else who can affect your application in the hiring process. This form will not be shared with the hiring official or placed in your official personnel file should you be hired.

The aggregate information collected will be kept private to the extent permitted by law. No personally identifiable information will be requested on the form and the information collected will not be attributable to you.

Please complete the optional Trust Applicants Demographic Form here: https://www.si.edu/ohr/jobs_public/trust-ceo/jr/se-25-0126