

# (Still) Emerging Job Profiles for Museum Professionals

**Antonia Silvaggi**  
**Melting Pro Learning**



Co-funded by the  
Erasmus+ Programme  
of the European Union

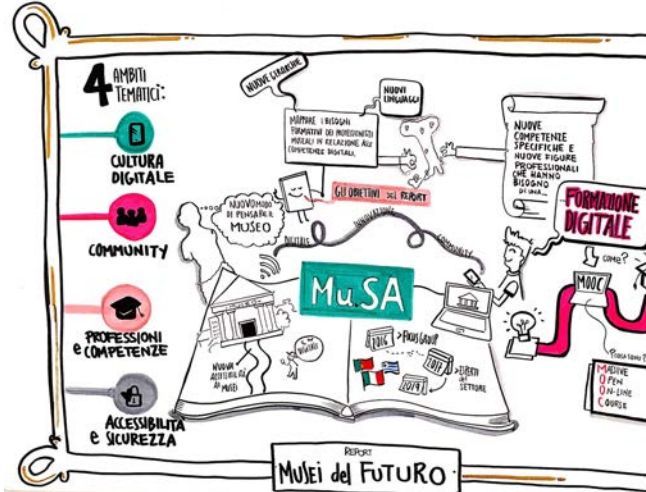


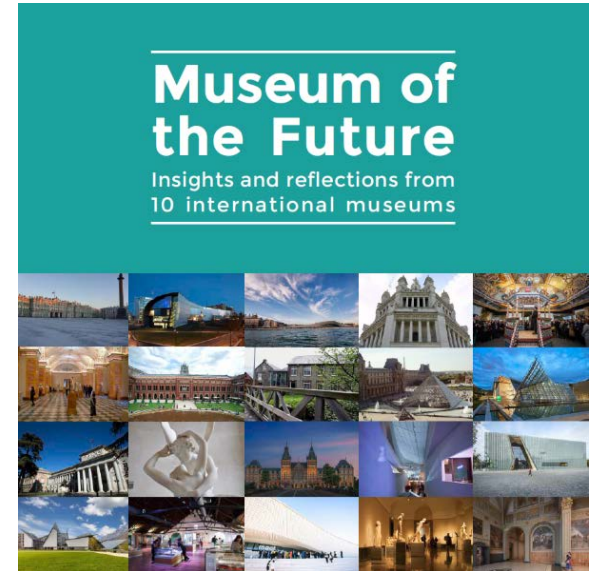
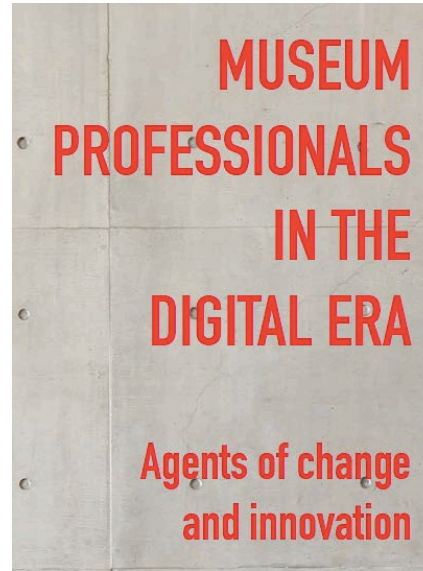


Museums need to seize the opportunities technology offers to extend the means of pursuing their central purposes and serving their communities. (Keene, 2004)



**Identify  
job role profiles and  
digital and transferable  
(Soft skills) competences  
needed  
by museum professionals  
to help them  
face current and  
future challenges**





➤ **REPORTS – <http://www.project-musa.eu/>**



# DIGITAL STRATEGY MANAGER ★

A strategic role for all the museums that aim at thriving in a digital environment in line with the overall museum strategy



## Main tasks

- To support a museum's technological and digital innovation and helps museums to thrive in a digital environment

- To play a mediating role between the internal museum departments and external stakeholder

- To play a mediating role between the internal museum departments and external stakeholder

- To have a good knowledge of how a museum works and provides them with updated information about digital products



## E - Competences

Business planning



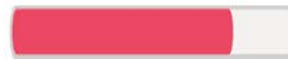
Information System and Organisational Strategy Alignment



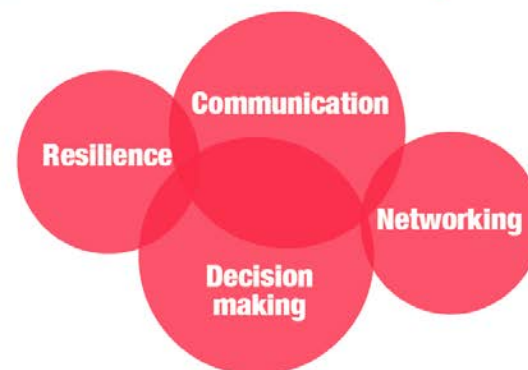
Innovation



Needs identification



## Transferable Competences



# DIGITAL COLLECTIONS CURATOR ★

This role is specialised in preserving and managing digital materials. S/he develops online and offline exhibitions and content for other departments



## Main tasks

- To improve the museum's digital preservation, management and exploitation plan for all born-digital or digitized cultural contents

- To produce metadata according to recognised international standards

- To provide information on copyright and protection of digital cultural property according to international standards

- To supervise the implementation of cataloguing/archiving standards



## E - Competences

**Business Plan Development**



**Technology Trend Monitoring**



**Innovating**



**Product/Service Planning**



## Transferable Competences



# DIGITAL INTERACTIVE EXPERIENCE DEVELOPER★

This role is specialised in designing, developing and implementing innovative and interactive experiences for all types of visitors



## Main tasks

- To designs and prototype interactive
- and innovative installations
- providing meaningful experiences
- for all types of audiences

- To carry out audience research
- and observation analysis

- To facilitates communication
- flow between museum teams
- and external high tech
- companies

- To develop accessibility
- tools for all types of
- visitors



## E - Competences

Forecast development



Innovating



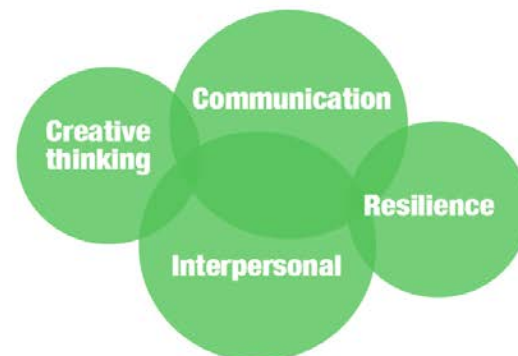
Change support



Product/Service Planning



## Transferable Competences



★ see full profile in the "Consolidate Report"



# ONLINE COMMUNITY MANAGER★

This role profile is vital for all museums aiming to invest in developing and engaging diverse audiences online and should be fully integrated into the institutional structure



## Main tasks

- To design and implement an online audience development plan in line with the museum's overall strategic communication plan

- To engage, monitor and to manage online audiences

- To liaise effectively with the other departments within the organisation in order to produce both content and meaningful online experiences

- To assess and evaluate the effectiveness and efficiency of online activities



## E - Competences

Relationship Management



Business Plan Development



Innovating



ICT Quality Strategy Development



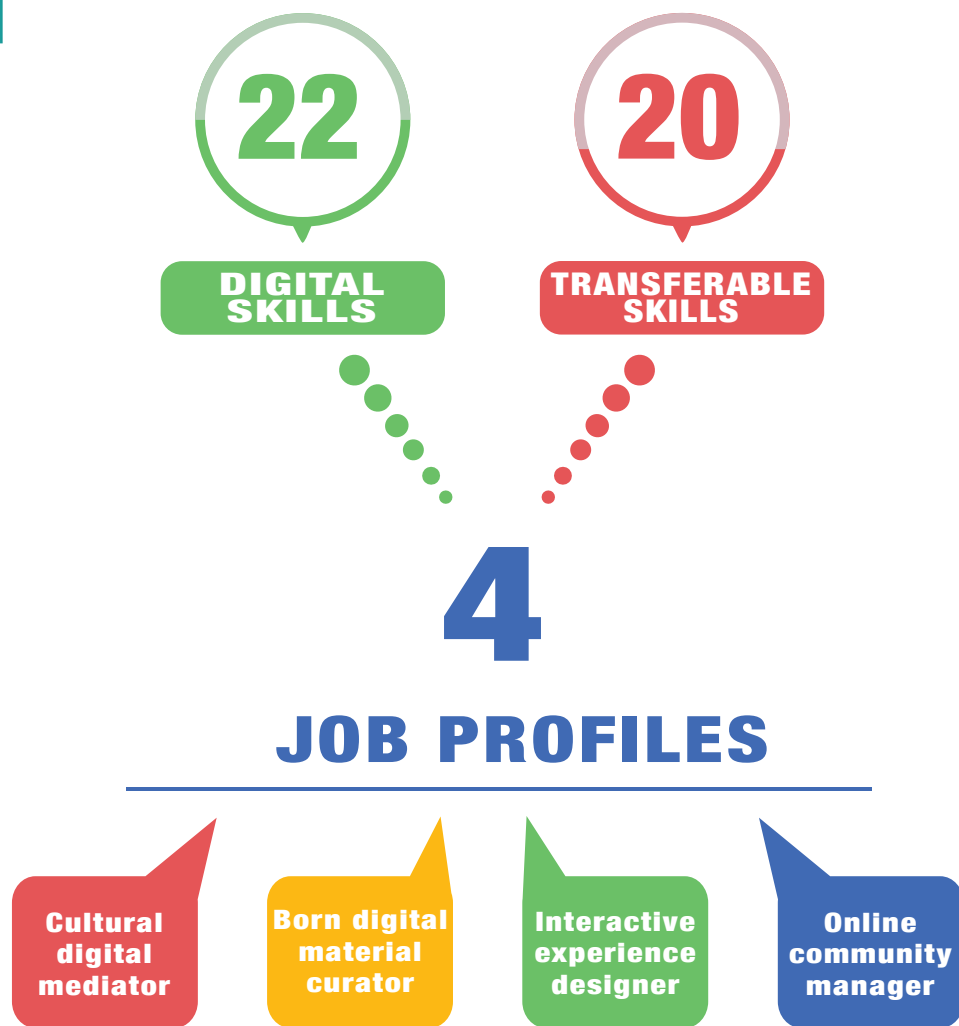
## Transferable Competences

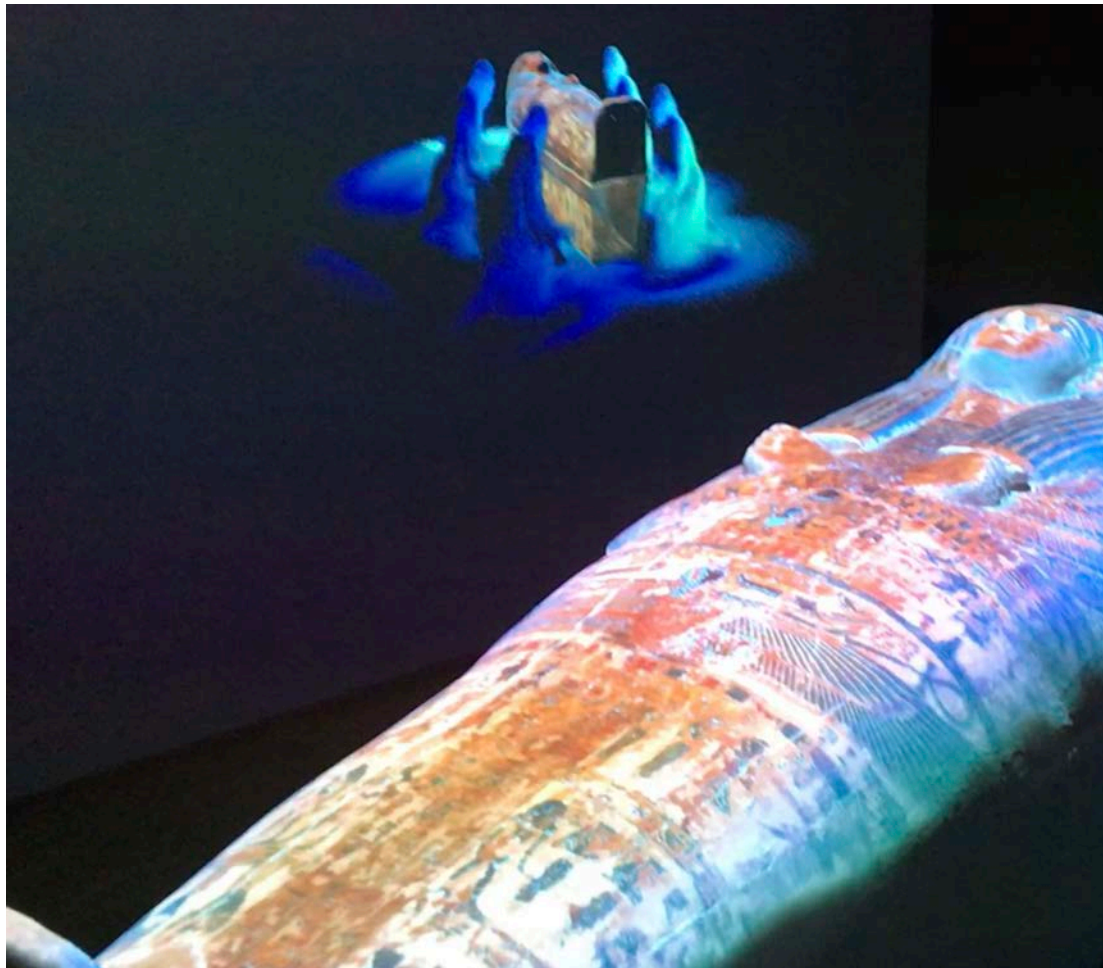


★ see full profile in the "Consolidate Report"



# Digital and transferable skills



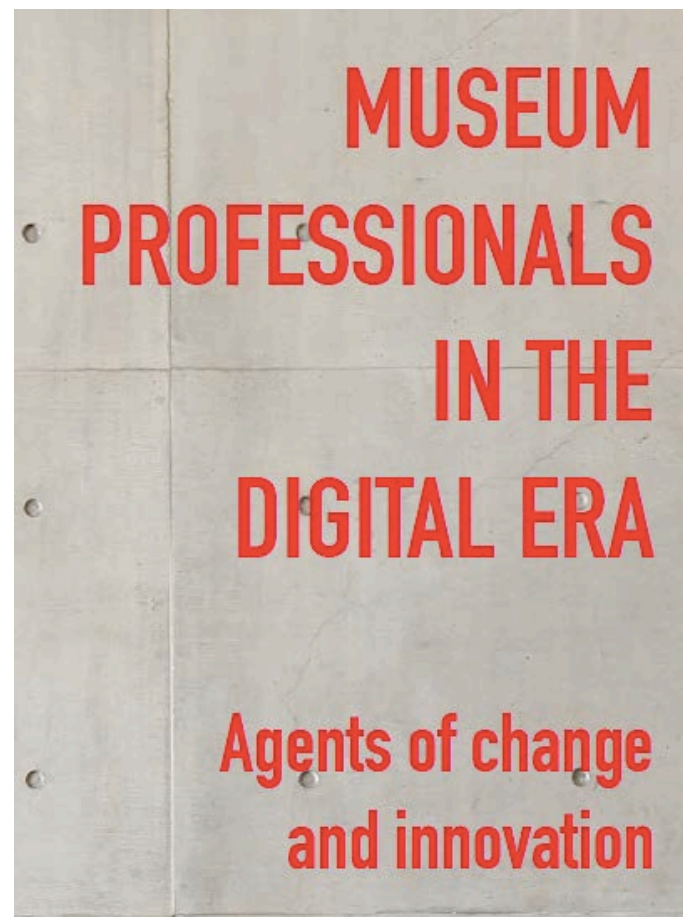


We must say that a general **sense of discouragement** among the respondents was detected, as much more investment **in digital skills training is required at a policy level.**

**Emerging  
job profiles  
for the  
museum  
professionals**

- **The job profiles should be embedded in the context of a teamwork**
- **Good knowledge of how a museum works**
- **whole museum staff should be encouraged to increase their digital confidence.**

Be equipped with  
the appropriate  
skill-sets for  
responding to  
the ever  
-changing needs  
of society







We trust that the importance of the profiles will potentially be recognised not only by the sector but also at policy level.

# Main findings of the research

## DIGITAL TRANSFORMATION DECALOGUE

- 1.** Develop strong leadership to support a mental shift in rethinking existing processes in digital terms;
- 2.** Build digital confidence for the whole staff of a museum;
- 3.** Support continuing professional development regarding new technology;
- 4.** Understand audiences' needs for implementing meaningful experiences;
- 5.** Develop soft skills as well as specific digital skills;
- 6.** Learn from your peers and from the audiences;
- 7.** Support digitization of museum collections and archives;
- 8.** Change towards open approaches;
- 9.** Develop a safe space to experiment and fail through a trial and error process;
- 10.** Improve internal and external collaborations;

Antonia Silvaggi

a.silvaggi@meltingpro.org

Federica Pesce

f.pesce@meltingpro.org



[www.project-musa.eu](http://www.project-musa.eu)



a.silvaggi@meltingpro.org  
f.pesce@meltingpro.org



Melting Pro



@meltingpro

**Project Number: 575907-EFP-1-2016-1-EL-EPPKA2-SSA**



Co-funded by the  
Erasmus+ Programme  
of the European Union

**Coordinator**

