Job Description

|  |
| --- |
| **Job Title**: IT & Digital Engagement Manager**Reporting To**: Interim COO**Responsible For:** IT Manager Digitisation Officer**Grade**: YMT SCP 35-38 (£32,794 - £35,622) per annum**Contract:** Permanent, 37 hours per week |
| **Main Purpose of the Job*** To develop and implement YMT Digital Strategy
* To deliver YMT leadership role in digitisation and audience engagement
* To realise YMT’s ambition of becoming a sector leader in digital interpretation and digital openness
* To ensure effective and robust IT systems and infrastructure that are fit for purpose and compliant with the Data Protection legislation
 |
| **Core Responsibilities****York Museums Trust Digital Programme*** Develop and deliver York Museums Trust’s (YMT’s) digital programme
* Oversee and deliver the Trust’s Digital Policy and Plan
* Ensure continuation of YMT’s digital leadership role and ambitious strategy by leading on devising and delivering a major digital interpretation programme for the Castle Museum redevelopment
* Use technology to better understand audiences and put audiences at the heart of all new digital projects
* Spearhead the development of YMT's online presence - focusing on public engagement with collections, the sharing and remixing of YMT's digital assets and revenue generation
* Champion digital openness internally, regionally and nationally
* Put YMT at the forefront of digital interpretation by expanding the Trust's programme of on-gallery technology experimentation and research
* Lead on the redevelopment of YMT’s online collection platform
* Oversee the development of online ticketing and membership functionality across YMT's web portfolio

**Excellence and Partnerships*** Work with an increasingly diverse range of cultural, technology and academic partners to support the delivery of a 21st Century visitor experience
* Build on existing partnerships with leaders in digital discovery and content development - including Google Arts & Culture and Art UK
* Work with external suppliers, exhibition build firms & developers.

**Data Management and Protection*** Continuously improve the flow of information and data through YMT IT and ticketing systems to inform business planning, audience evaluation and efficiency
* Ensure that data is managed in accordance with the current legislation and systems are prepared for GDPR implementation in 2018

**IT Management*** Develop the Trust’s IT infrastructure acknowledging the increasingly public role that it plays
* Champion internal IT & digital upskilling across all departments
* Set the vision for IT infrastructure development across all sites - both back office and public facing
* Provide IT support to staff in the absence of IT Manager

**Line Management*** Line manage YMT's IT Manager and Digitisation Officer ensuring two way communications, supporting professional development and providing direction
* Establish training needs for the team in relation to PDRs and current business needs. To budget, plan and arrange relevant training.

**Other Responsibilities*** Manage the departmental budget
* Oversee the provision of audio visual equipment/services as needed
* Be committed to equality and diversity and operate in line with YMT Equality Statement
* Ensure continuous professional development both individually and for the team
* Undertake such other duties as may be determined from time to time within the general scope of the job and commensurate with the grade of the post
 |
| **Key Relationships**Interim COOHead of Finance, Strategy and Corporate ServicesSenior Management TeamCuratorial TeamMarketing & Communications TeamRetail Buying & Merchandising TeamVisitor Experience TeamRegistrarVolunteers TeamExternal agencies, academic institutions and technology partnersOther heritage, cultural and educational organisations |
| **Skills and Experience****Essential*** Degree in Digital Heritage, ICT or other relevant subject area; or equivalent experience
* Extensive digital marketing experience, preferably with a focus on web development, performance and analytics
* A demonstrable understanding of how to evaluate the reach and impact of digital engagement
* Awareness of GDPR requirements and proven ability to implement it in practice
* Experience deploying, running and managing heritage sector IT systems – such as collections management, CRM or Digital Asset management systems.
* Track record of delivering complex digital projects involving multiple internal and external stakeholders.
* A working knowledge of Intellectual Property Rights and the impact they have on an organisation’s ability to re-use its digital assets.
* Experience managing staff and departmental and programmatic budgets
* Ability to manage a complex and varied workload, delivering on multiple projects simultaneously.
* Commitment to Continued Professional Development – both individually and of team members.
* A demonstrable interest and enthusiasm for museums and galleries.
* Commitment to open licensing
* An understanding of how to assess and manage risk, particularly in relation to the production of digital content
* Commitment to equality and diversity and understanding of how this applies to the role

**Desirable*** Knowledge of the heritage sector’s funding landscape
* Understanding of collections management policies, procedures and standards.
* Experience of working with volunteers
* Practical knowledge of Google Analytics
* Experience of audience-centric digital project delivery
* Experience managing inter-institutional partnerships with heritage organisations, technology firms or academic institutions
* Experience commissioning, developing, deploying and maintaining on-gallery digital interpretation and interactives
 |

**IT & Digital Engagement Manager**

**Terms and conditions of service**

Health

Prospective employees must be cleared by the Occupational Health Service as medically fit for employment by the Trust.

Probationary period

Appointments are subject to the successful completion of a six month probationary period.

Reporting line

This post reports to the Interim COO

Salary

The salary for the post is YMT SCP 35-38 (£32,794 - £35,622) per annum

Annual leave

The annual leave entitlement is 25 days per annum increasing by five days after five years continuous service with the Trust, plus public holidays.

Hours of work

The hours of work are 37 per week.

Period of notice

The period of written notice required for you to terminate this post is 2 months. The Trust will give you 2 months’ notice increasing statutorily.

Pension

You will be enrolled into the North Yorkshire Pension Fund on the first day of employment where your contract is of 3 months duration or more. If you wish to opt out of the pension, you can do so by contacting [www.nypf.org.uk](http://www.nypf.org.uk/)