

## **DIGITAL AND AUDIENCES OFFICER**

**Full Time, 40 hrs per week**

**Permanent Contract**

### **THE WALLACE COLLECTION**

The Wallace Collection is a national museum housing unsurpassed masterpieces of painting, sculpture, furniture, arms and armour, and porcelain. Built over the 18th and 19th centuries by the Marquesses of Hertford and Sir Richard Wallace, it is one of the finest and most celebrated collections in the world.

The Collection was given to the British nation in 1897 by Lady Wallace, so that it could be kept together and enjoyed by generations of visitors. It was an astonishing bequest and one of the greatest gifts of artworks ever to be transferred into public ownership. Today, we care for the collection through research and conservation, and preserve it for future generations. Our aim is to share the collection with as broad an audience as possible.

### **LEARNING AND DIGITAL AT THE WALLACE COLLECTION**

The Learning and Digital Department has two key aims:

- To develop an engaging and inclusive Learning programme, ensuring that all audiences (both in person and online) maximise their engagement with the Collection in the most meaningful and relevant ways to the individual;
- To constantly evolve and advance the Collection's digital presence and infrastructure to ensure efficient operations, to allow the museum to communicate effectively online, to better understand its audience and to expand its digital reach.

The Learning and Digital Department enables people of all ages to develop a greater understanding and enjoyment of art. Through a wide range of opportunities that combine discussion, observation and creative activities, learning programmes aim to inspire primary and secondary students and teachers, children and their families, adults and young people, and our diverse communities. The department also delivers accessible events for children and adults with SEND, and for D/deaf and visually-impaired people. Its extensive outreach programmes connect with older people living in residential care as well as children and adults in long-term hospital care. And its growing range of downloadable resources support self-directed learning in the classroom and at home.

The Department also undertakes effective management of the Collection's digital systems including its CRM, website and CMS, ticketing system and participation in the global Bloomberg Connects app for smartphones, enabling the Collection to maximise its digital potential and its engagement with audiences online. It also manages the Collection's visitor insights and audience

development work, including its relationship with audiences' researchers and other third-parties involved in analysing and developing audiences.

## **OVERALL PURPOSE AND ROLE**

The purpose of the Digital and Audiences Officer role is to effectively manage the Collection's digital output and infrastructure, including its relationship with third party service providers, to maintain and develop:

The Collection's website (Numiko/Wagtail);

The Collection's CRM (FlexRM/Microsoft Dynamics);

The Collection's ticketing system (Digitickets);

The Collection's Bloomberg Connects app guide, and other multimedia platforms.

The role also oversees the day-to-day analysis of the Collection's visitors, contributing to a better understanding of audiences and contributing to the Collection's audience development goals.

## **KEY RESPONSIBILITIES**

### Website CMS and app guide

- Be responsible for the effective overall operation of the Collection's website, acting as the main point of contact between the museum and the website CMS service provider.
- Work closely with the CMS service provider to realise the website's full potential and to resolve bugs and manage fixes; to steer internal enhancement requests to better represent the collection and the work of departments.
- Monitor website and app infrastructure and content, ensuring all aspects are up to date, links are working correctly and user journeys are efficient and logical; respond to user feedback to enhance user experiences online.
- Monitor website traffic and produce user insights; report regularly on key web statistics including traffic/user behaviours, click-throughs, downloads, etc.
- Liaise with other departments to ensure website content is relevant and updated; work collaboratively to moderate submissions of content to the website in an efficient timeframe.
- Manage the website homepage to ensure it is dynamic and current; coordinate and upload regular content from stakeholders.
- Work collaboratively with Collection Care colleagues to help ensure seamless and effective integration of the museum's Asset Management System (MuseumPlus) with web CMS.
- Manage the Collection's guide on the Bloomberg Connects app, uploading new content from internal stakeholders and monitoring and reporting user insights.
- Manage the development of the Collection's presence on Google Arts and Culture, uploading new content from internal stakeholders and monitoring and reporting user insights.
- Provide website and app CMS training for other/new staff.

### Museum CRM

- Be responsible for the effective overall operation of the Collection's CRM, acting as the main point of contact between the museum and the CRM service provider.

- Oversee the Collection's CRM system, working closely with the system service provider and internal stakeholders to ensure its full and correct integration and providing day-to-day support in its general use.
- Work closely with Development and Communications colleagues, and with the CRM and website CMS service providers, to manage the integration of the subscription preference centre, ensuring GDPR compliance.
- Work closely with Learning and Digital, and Development and Communications colleagues to integrate and execute regular subscriber mailouts through Mailchimp.

#### Museum ticketing system

- Be responsible for the effective overall operation of the Collection's ticketing system for exhibitions, events and membership, acting as the main point of contact between the museum and the ticketing service provider.
- Work closely with the ticketing system service provider to realise the system's full potential and to resolve bugs and manage fixes; to steer internal enhancement requests and act on user feedback to improve user experience.

#### Audience Insights

- Be responsible for the effective overall operation of the Collection's audience insights framework, acting as the main point of contact between the museum and its audience research service provider(s).
- Take day-to-day responsibility for tracking and reporting on visitor numbers to the Collection, acting as the main point of contact between the museum and the tracking system service provider.
- Work closely with Learning and Digital, Development and Communications colleagues to collate and disseminate audience insights data, including exhibitions, general visitation and online.

#### General

- Ensure effective internal reporting, administration and data recording, and evaluation; troubleshoot and proactively respond to user feedback to improve operations.
- Ensure efficient budgetary spend, processing of service agreements and invoices, and accurate record keeping.
- Undertake other duties as may be reasonably expected for the role and agreed with the Head of Digital and Audiences.

### **REPORTS TO**

Head of Digital and Audiences.

### **KEY RELATIONSHIPS**

External digital service providers

Head of Digital and Audiences; Learning and Digital, and Communications colleagues

Director of Development and Audiences; Development colleagues

Head of Commercial; Retail and Events colleagues

Curators and Collection Care colleagues

## **PERSON SPECIFICATION**

### **Essential Skills and Competencies**

#### Knowledge and Experience

- Experience of working in an audience/client-focused organisation preferably within the culture/heritage/voluntary sectors.
- Demonstrable experience of working with CRM and web CMS systems, preferably Wagtail, Microsoft Dynamics and/or Digitickets.
- Desirable experience of managing websites and subscriber preference centres, including their integration into CRM and communication systems.
- Experience of collating and/or overseeing customer/visitor insights data or behaviour.
- Experience of data management and good working knowledge of GDPR process.

#### Skills and Competencies

- Excellent written and verbal communication with the ability to understand user needs and translate them into technical requirements.
- Highly-developed interpersonal skills with the ability to work with a wide range of individuals.
- Strong time management skills with an ability to plan effectively and manage competing priorities successfully.
- Ability to problem-solve and work on own initiative without close supervision.
- Ability to train and support non-technical users to use new digital systems.
- Good technical understanding of CRM and CMS systems, preferably Wagtail, Microsoft Dynamics and/or Digitickets. Able to utilise Google Analytics to produce statistics.

## **SALARY, BENEFITS AND WORKING HOURS**

The Salary for this post is within the range of £26,500 to £29,500 per annum dependent upon skills and experience.

In addition, the post-holder will receive 25 days paid annual leave plus bank holidays and 2.5 'privilege' days. Employees are also offered membership of an occupational pension scheme and after six months satisfactory service an interest free season ticket loan.

For this post, the normal working week is a five-day week, Monday to Friday. The normal working day will be 09.00 to 17.00.

## **HOW TO APPLY**

Please complete the Application Form and the Equal Opportunities Monitoring Form, following the links provided. The Equal Opportunities Form is used for monitoring purposes only and does not form part of the selection process. Both forms should be emailed to [recruitment@wallacecollection.org](mailto:recruitment@wallacecollection.org) by 10/12/2023.

Please note that late applications or applications via a CV will not be considered.

Interviews for the role will take place week commencing 11/12/2023. Candidates who have been shortlisted for interview will be contacted after the closing date. Due to the large number of applications we receive, it will not be possible to contact or give feedback to candidates who have not been shortlisted for interview.

**Start date: December/January**

Appointment to the role is subject to a satisfactory Basic Disclosure check.

The Wallace Collection is an equal opportunities employer and welcomes applications from all sections of the community.