



**DIGITAL SYSTEMS OFFICER
(Full-time)
Permanent Contract**

THE WALLACE COLLECTION

The Wallace Collection is an internationally outstanding collection which contains unsurpassed masterpieces of paintings, sculpture, furniture, arms and armour and porcelain. Built over the eighteenth and nineteenth centuries by the Marquesses of Hertford and Sir Richard Wallace, it is one of the finest and most celebrated collections in the world.

So that it could be kept together and enjoyed by generations of visitors, the collection was given to the British Nation in 1897. It was an astonishing bequest and one of the greatest gifts of art works ever to be transferred into public ownership. Today, our job is to maintain, research, and inspire the public to love and understand the Collection.

Salary

£25,000 to £30,000

Location

The Wallace Collection, Hertford House, Manchester Square, London, W1U 3BN.

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.

OVERALL PURPOSE AND ROLE

The purpose of the Digital Systems 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.

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.
- Work with the Head of Learning and Digital to develop a strategy to enhance our digital infrastructure in order to provide the best possible user experience for audiences.
- 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 Collection 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.
- 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 post-launch establishment of the Collection's new 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 a new 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.

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 Learning and Digital.

Key Relationships

External digital service providers

Head of Learning and Digital; Learning and Digital colleagues

Director of Development, Head of Development and Communications, and Development and Communications colleagues

Curators and Collection Care colleagues

Reporting Structure

Reporting to the Head of Learning and Digital.

Person Specification

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 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.

- HTML proficient; able to utilise Google Analytics to produce statistics and user insights.

Salary, Benefits and Working Hours

The Salary for this post is within the range of £25,000 to £30,000 per annum dependent on 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 9am to 5pm. However, some flexibility will be expected as occasionally the need to participate in specialist conferences or wider museum activities will arise. Some evening work will also be required, for example when major web updates take place.

HOW TO APPLY

Please complete the Application form, and the Equal Opportunities Monitoring form, following the links provided. Please note 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 by midnight Sunday 8th August 2021.

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

Interviews for the role will take place on 25th August 2021. 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: Early October 2021

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.