

## Digital Content Manager Recruitment Information



Closing date for applications: 12 noon, Friday 23 July 2021  
First interviews: Tuesday 3 August 2021

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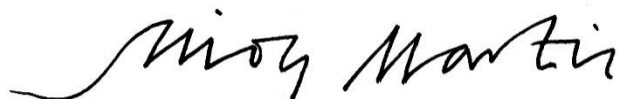
## Welcome

Thank you for your interest in joining our dedicated and ambitious Audience and Development team as **Digital Content Manager**.

The post of Digital Content Manager is a new and exciting position in the Gallery. You will be playing key part in the development of the Gallery's digital presence, finding creative ways to open up our art to audiences online and helping us expand in this growth area for the Gallery.

Pallant House Gallery is committed to promoting a diverse and inclusive workplace. We are keen to ensure that opportunities to work with us are open to everybody and welcome applications from people from all backgrounds. If you have any questions about application process or need any additional support, please contact [humanresources@pallant.org.uk](mailto:humanresources@pallant.org.uk) or phone us on 01243 774557.

We look forward to receiving your application.

A handwritten signature in black ink, reading 'Simon Martin'. The signature is fluid and cursive, with a long, sweeping underline that extends to the left.

Simon Martin  
Director

# Introducing Pallant House Gallery

Pallant House Gallery is a leading UK museum that stimulates new ways of thinking about art. We explore new perspectives on British art from 1900 to now through an ambitious programme of exhibitions and creative opportunities for all. We invite people from all walks of life to explore our world class collection in a distinctive setting in the heart of Chichester.

## **Our funding**

We receive around 15% of our annual income from public funding. We are an Arts Council England National Portfolio Organisation (NPO), and receive annual support from Chichester District Council. We are reliant on fundraising, endowment income, admissions, sponsorship and commercial activity to cover our costs. 4,000 Pallant House Gallery Friends provide valuable income and support.

## **Our people**

We employ 33 staff (14 full time, 19 part time) and are supported by 200 highly committed volunteers. We receive an average of 60,000 visitors a year.

## **What makes us different?**

### Original exhibitions

We present exhibitions that say something new about British art from 1900 to now. We explore relevant subjects with fresh angles and celebrate well-known, overlooked and emerging artists.

### A 'collection of collections'

We care for a world class collection of Modern British and contemporary art, largely formed of donations by passionate collectors over 35 years. We continue to make it accessible and show its relevance to today.

### A part of people's creative lives

Our wide range of creative opportunities for people of all ages and backgrounds helps them to discover how art can have a place in their lives.

### A distinctive home

We welcome visitors to the distinctive setting of an 18th century townhouse and a 21st century gallery in the heart of historic Chichester on the south coast of England.

# Job Description

## Details

Job title:	Digital Content Manager
Salary:	£22,500 – £25,000 pa
Hours:	Full time: 5 days / 37.5 hours per week
Location:	Office-based, although the pandemic has necessitated some home-working for non-visitor facing staff
Department:	Communications team within Audience & Development department
Reports to:	Head of Audiences & Development
Line management responsibilities:	1 direct report (Digital & Communications Officer)

## Purpose and key objectives

The Digital Content Manager oversees the presentation of Pallant House Gallery's work, from exhibitions, events, collection and wider organisational activity, across its digital channels. This includes the website, eBulletins, social media, third party apps and other channels as required. The Digital Content Manager is also expected to support all departmental activity.

## Key Responsibilities

### Digital Strategy

- To maintain and develop the Gallery's digital content strategy, in alignment with our Audience and Development plan, working to create a strong digital profile for the Gallery
- Oversee the implementation of digital communications activity for the Gallery, leading the department to deliver on the content strategy, contributing ideas and generating innovative, relevant and impactful digital content
- To act as a digital editor and brand guardian, maintaining accurate, up to date and relevant content across platforms, implementing editorial guidelines and ensuring usability and a tone of voice that engages the Gallery's target audiences
- To keep abreast of the latest innovations in digital communications and make suggestions for new ways to use digital tools and methodologies to promote the Gallery's work
- To support on the delivery of the Gallery's digital events programme

### Social Media

- To lead on the development and delivery of our social media strategy, aiming to develop our brand identity online, grow our target audiences, foster an engaged community and meet our business goals

- Report on our social media activity and evaluate that data to inform future activity

#### Website

- Oversee the management and ongoing development of the Gallery's website, working with our external website and CRM providers to ensure smooth functionality, an optimal user experience and that the website works to deliver on business objectives
- To lead on keeping the website kept up-to-date, upload resources and other programme content and ensure that the Gallery's work and activities are presented accurately
- To produce high quality, engaging content for the website and digital channels – in line with agreed content priorities and our brand guidelines, including writing, editing and commissioning posts for the Gallery's blog, Perspectives
- To provide advice and support for digital leads in other departments to ensure their sections of the website reflect their work accurately
- To ensure the website is accessible for the widest audience possible
- To monitor, record, evaluate and report on key performance statistics and ensure the Gallery follows best practice on SEO

#### Email Communications

- To manage the Gallery's e-communications, alongside the Marketing Manager, including acquiring content from all departments in a timely manner and producing a well-written, engaging eBulletins, delivered on time
- To ensure that the Gallery's customer lists (including email subscribers) are kept up to date and in line with GDPR and other relevant data protection regulations
- To monitor, report on and evaluate key eBulletin performance statistics, using the data to develop future strategy
- To work with the Marketing Manager to develop a data-led eBulletin strategy aimed at increasing engagement through tactical use of customer lists and targeted automated email campaigns based on customer data

#### Special Events

- To work with the Marketing Manager and Public Programmes team on planning and events organisation around special events such as the Open Weekend
- To support the Head of Audiences and Development and the rest of the Communications team with any other projects and activities and perform other duties and tasks as required

This job description outlines the principal responsibilities and duties of the post holder. It is not meant to be, nor is it, an exhaustive list of specific responsibilities and duties. The post holder will be expected to undertake any other duties which could reasonably be expected as being within the remit of the post.

# Person Specification

## Essential

- Minimum two years' experience in a similar role (in-house or agency) or as a freelancer
- Experience of developing and delivering high-quality digital content for a variety of platforms
- An understanding of the principles of user experience and user-centered design
- Experience in using web content management systems such as WordPress
- A solid understanding of SEO principles
- Experience contributing to or managing an organisation's social media channels
- Experience of working with Social Media Analytics and / or other data analysis tools
- A solid understanding of the digital communications and marketing landscape
- Excellent copywriting skills
- The ability to think creatively, with a curiosity for good stories and the confidence to bring creative ideas to the table

## Desirable

- A relevant degree or other marketing qualification
- Experience of working in a museum, gallery or visitor attraction
- Familiarity with Spektrix (CRM and till system) and DotDigital, Mailchimp or equivalent email marketing software

# Benefits and Wellbeing Package

## Benefits

### Flexible working

- The Gallery has a Flexible Working policy and will consider flexible working requests on successful completion of an employee's probationary period.

### Holiday Allowance

- 25 days basic holiday allowance (pro-rata)
- Extra day off each year to celebrate a birthday or other occasion

### Pension

- Auto Enrolment scheme. Currently a 3% contribution from Pallant House Gallery

### Travel Support

- Interest free loan scheme for annual season tickets for trains
- Interest free loan for annual car park permits

### Discounts and free offers

- 20% discount in the Pallant House Gallery Restaurant and Café (excluding Saturday)
- 10% discount in Pallant House Gallery Bookshop
- Free admission tickets to the Gallery for family and friends
- Free tickets to Gallery talks and online lectures
- Free copies of the lead exhibition catalogues and Gallery Magazine
- Free Preview tickets for Chichester Festival Theatre (subject to availability)

## Health & Wellbeing

- Fresh organic fruit provided weekly in the staff room (currently paused due to the pandemic)
- Annual flu jab
- Free sanitary products
- Offer of health and wellbeing related counselling (up to six sessions, subject to the confirmation of the session rate) for staff on request from your line manager



## How to apply

### Process

Please complete and return the following forms, which are available to download our website here: [pallant.org.uk/who-we-are/our-people/work-with-us/](https://pallant.org.uk/who-we-are/our-people/work-with-us/)

- Application form
- Equality and Diversity Monitoring form

If you have any access issues or questions about these forms, please contact [humanresources@pallant.org.uk](mailto:humanresources@pallant.org.uk) or phone us on 01243 774557.

The completed forms should be returned:

- by email to [humanresources@pallant.org.uk](mailto:humanresources@pallant.org.uk)
- or by post to:  
Human Resources  
Pallant House Gallery  
9 North Pallant  
Chichester  
PO19 1TJ

### Deadline for receipt of applications

The deadline for applications is 12 noon on Friday 23 July 2021. Please note that late applications will only be accepted if received within 1 hour of the closing time. Any forms received after this time will not be processed.

### Acknowledgement of receipt

Email applications will be acknowledged by auto response when we receive them.

Candidates not selected for interview will be informed by email. We regret we cannot enter into correspondence as to the reasons for non-selection.

### Interviews

The interview schedule for this post is as follows:

Interview	Date	Location
First interview	Tues 3 August 2021	Via Zoom
Second interview	<i>TBC</i>	<i>TBC</i>

If interviews are held on site, the Gallery will offer to reimburse candidates who incur reasonable travel costs on production of a valid receipt or mileage claim.

## Equal Opportunities

Pallant House Gallery is an equal opportunities employer and we are committed to promoting a diverse and inclusive workplace. We are keen to ensure that opportunities to work with us are open to everybody and welcome applications from people from all backgrounds.

If you have any questions about application process or need any additional support, please contact [humanresources@pallant.org.uk](mailto:humanresources@pallant.org.uk) or phone us on 01243 774557.

### Applicants with disabilities

We are committed to employing people with disabilities and wish to encourage more applications from people with disabilities.

If you are considered to be disabled under the Equality Act definition<sup>1</sup> and have demonstrated that you meet the essential criteria for the post, you will be guaranteed an interview. Please indicate whether you consider yourself to have a disability in the relevant section of the application form, along with any arrangements you would like us to make to assist you if you are called for interview.

### Equality and Diversity Monitoring form

The Equality Act 2010 requires us to ensure that we do not unlawfully discriminate against applicants. By completing the Equality and Diversity Monitoring form, you will help us check that we have complied with the law and improve our efforts to diversify our workforce.

Your answers you give will be held as anonymous and confidential data. The information from the forms we receive will be combined and reviewed in aggregate (so that you cannot be identified) and retained for no more than twelve months after the end of the recruitment process.

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<sup>1</sup> The Equality Act 2010 states that a person has a disability if they “have a physical or mental impairment that has a ‘substantial’ and ‘long-term’ negative effect on their ability to do normal daily activities.”