



Digital Programmes Manager

Job Description, Person Specification and Supporting Information

Application Reference no: MAN19

Job title: Digital Programmes Manager

Reporting to: Strategy Director

Responsible for: Digital Programmes Coordinator, Freelancers (as required)

Hours: 37.5 hours per week

Salary: £29,000 to £32,000 per annum depending on experience

Location: Culture24's Brighton office

Term of contract: permanent, starting ASAP

Overall purpose of role:

To manage and deliver a range of programmes, services and products in support of Culture24's mission, vision, aims and objectives. The focus of this role is on programming, planning, project management, delivery and analysis of Culture24's work in researching and building digital confidence, literacies, skills and capacity with and for museums, galleries, heritage sites and other cultural sector partners.

Key responsibilities:

- Manage and deliver programmes of work to support museums and other arts and heritage organisations in building their digital capacity, confidence, literacies and skills, mainly but not exclusively within Culture24's Sector Support role for Arts Council England
- Manage and deliver collaborative action research and development projects with and for cultural sector partners around a range of digital challenges and issues, mainly but not exclusively through the Let's Get Real programme
- Manage Culture24's online resources for museum professionals and volunteers
- Work with the leadership team to nurture and develop the Culture24 team's own digital confidence, literacies, skills and understanding, particularly in the context of museums and the wider cultural sector
- Ensure and evidence that your projects, programmes and resources meet partner, participant and stakeholder needs

Areas of work:

- Work with the leadership team to develop, programme and manage projects within Culture24's Let's Get Real and Sector Support programmes
- Plan and deliver a range of events including workshops, briefing sessions, mentoring calls and conferences for cultural sector people, from new volunteers to seasoned leaders
- Build and sustain partner and stakeholder engagement with projects and programmes, ensuring we reach and engage a broad and diverse range of participants
- Plan, create, source and publish digital support resources for the Digital Pathways website, drawing from Culture24's projects and programmes and in response to audience needs
- Produce research reports and other project documentation for internal and external audiences
- Line manage colleagues/freelancers providing project support as and when required

- Implement project plans ensuring project management, research, delivery, reporting and analysis is carried out in a thorough, robust and timely manner
- Record and analyse audience and partner engagement with Culture24 products and services and ensure findings and analysis are communicated effectively to the Culture24 team and available for sharing externally as needed
- Represent Culture24 in a range of contexts including partnership work, training and advocacy

Role-related tasks/skills:

- Professional development – using the necessary range of skills required to deliver one-on-one mentoring calls; facilitating group work and leading workshops; through to planning and presenting at conferences
- Writing, editing and commissioning cultural sector-facing articles, blog posts, resources and reports, adapting to Culture24 house style as required
- Digital publishing - usually via WordPress - uploading, editing and housekeeping digital content you have written and resources you've commissioned
- Organised and agile project planning, management and reporting using digital tools including Trello, Basecamp, Outlook, Google Analytics, social media insights and others as required
- Monitoring project budgets and reporting to colleagues.
- Communications and liaison with Culture24 colleagues, including freelancers and volunteers; external stakeholders and networks; and current and future project participants via email, social media and other channels as required
- Research, evaluation and analysis tasks including literature review, peer networking, interviews, focus groups, stakeholder surveys and others as required
- Willingness and ability to travel within UK and occasionally internationally to deliver elements of this role, with some flexibility around running / attending events in the evenings / at weekends where required.

Essential knowledge & experience:

- Strategic and practical understanding of the ways in which arts and heritage organisations are tackling the challenges and opportunities digital and online technologies bring
- Practical experience of choosing, using and managing digital tools and channels within an internal and external organisational context
- Demonstrable understanding of digital behaviours, motivations and culture and their impact on society, in particular the role of digital literacies within this
- Practical understanding of how arts and heritage organisations work e.g. mission, purpose, stakeholders, challenges, advantages, resourcing, functions and workflows
- Recent experience of planning and delivering high quality Professional Development provision, training or teaching, within arts and/or heritage settings, that demonstrably met the needs of the audience; an understanding of what works, what doesn't and why
- Demonstrable experience of creating high quality, clear, informative, reader-friendly articles, resources, blogposts, reports or similar for cultural sector audiences
- Project management skills and experience, including successful management of communications and liaison across multi-partner projects and/or programmes

Desirable:

- Digital production experience - web publishing, podcasts, video/livestreaming, photography etc
- Experience within a museum setting

Attitudes

- Goal-oriented and self-motivated with high energy levels
- Confident working with a high degree of autonomy
- Willingness to work out of the office to support off-site events
- Able to retain sense of humour and clear judgement even in a crisis

Culture24 encourages applications from any individual, regardless of ethnic origin, gender, disability, religious belief, sexual orientation or age. All applications will be considered on merit.

TO APPLY:

Please write a letter to us explaining why you want the job and setting out in detail how your own personal experience matches the list of 'essential knowledge & experience'. Please send this letter with a copy of your CV via email to Judith@culture24.org.uk

SUPPORTING INFORMATION

Who are Culture24?

Culture24 is an independent charity that brings arts and heritage organisations closer to audiences. Our vision is for a thriving and relevant cultural sector able to connect meaningfully with audiences of today. Our mission is to support arts and heritage organisations to have the confidence, imagination and skills to make this happen.

Our values: We challenge outdated notions of what arts and heritage organisations are and offer new ways of working through our unique brand of action research, digital publications, festivals and events. We lead the sector in developing the necessary skills and literacies to use digital as a force for positive change, building resilience and capacity.

Our ethos is based on learning together, learning from others and learning by doing. We help arts and heritage organisations listen to, understand and respond to changing audience needs and cultures. We bring organisations together to do things they couldn't do on their own, create shared opportunities and overcome shared problems together. We champion creative ways to help them exploit their assets and make the necessary strategic and practical changes to create value for the widest possible audience.

Find out more about Culture24: <https://weareculture24.org.uk/>

Download and read our current business plan:
<https://weareculture24.org.uk/ambition-business-plan/>

Joining the Arts Council National Portfolio as a Sector Support Organisation

Culture24 joined Arts Council England's (ACE) National Portfolio in April 2018 for the first time and stepped into a formal role as a Sector Support Organisation (SSO). We are delivering a transformational programme of work, consisting of five inter-related activity strands taking place concurrently over four years from 2018-2022. Each activity strand has the development of digital literacy and digital skills in the arts and heritage sectors at its heart, because digital literacy and skills touch almost every aspect of a cultural organisation's practice.

The five activity strands are:

- **STRATEGIC LEADERSHIP** – brokering, building and supporting partnerships and networks, consulting with and advising individual practitioners, projects and organisations in a range of ways, feeding into policy and strategy and providing thought leadership. This will include closer working relationships and partnerships with other key ACE-funded SSOs and targeted support for Museum NPOs.
- **LEARNING MODULES/WORKSHOPS** – supporting museum professionals in collaborative action learning to develop digital literacy and skills through workshops, experimentation and mentoring. Over the four years we will deliver a package of Learning Modules, workshops and surgeries in response to the sector needs, capturing and sharing learning through case studies. We'll work closely with Museum Development Services to shape and deliver this strand of activity.
- **DIGITAL PATHWAYS** – Guiding arts and culture practitioners through a myriad of contemporary digital challenges with tailored online resources, specialist advice and remote support. This new online service, going live in early 2018, provides simple,

structured, and accessible online 'pathways' that address common digital challenges, tailored to museum contexts.

- **SUPPORTING PUBLISHING AND PROGRAMMING** – leveraging our national audience-facing platforms as vehicles for developing the sector's approaches to digital content creation, interpretation of collections, programming and audience engagement. Using them to experiment, test new ideas and experience the practical issues museums grapple with and to share the learning we generate.
- **DIGITAL INFRASTRUCTURE** – sustaining and developing the aggregation, distribution and publishing platforms that underpin all strands of our activity. This includes our unique data model and data set of 7,200+ venues & their listings with APIs for use by third party publishers to support their services.

Culture24 has been leading thinking around best digital practice, digital change, programming and audience engagement in the cultural sector for many years. We consult with and advise individual practitioners, projects and organisations in a range of ways, feeding into policy and strategy through our work with DCMS, HLF, ACE, British Council and others. We provide thought leadership, run research projects, curate our own conferences, participate on various advisory boards and speak at a range of sector events in the UK and internationally. This activity all contributes to building understanding and resilience across the sector.

Much of Culture24's work in the digital field is about understanding key issues and trends and translating that understanding back to cultural organisations. We will take the lead in challenging the many assumptions being made about digital technologies. We will look beneath the surface of the cultural sector's own digital activity, being honest about successes and failures and communicating that learning back to the sector in ways they can easily understand and use.

Key programmes of work underway in 2019 include:

Let's Get Real 7: Developing deeper human connection across digital channels

Culture24, in partnership with the Carnegie UK Trust, Common Cause Foundation and the Wellcome Collection is working collaboratively with 19 arts and heritage organisations to understand how to generate stronger personal connections and more meaningful relationships through their digital work.

<https://weareculture24.org.uk/lets-get-real-7/>

One by One: a 30 month national digital literacy building project for UK museums of all sizes and types. It is funded by the Arts and Humanities Research Council (AHRC), is led by The University of Leicester in partnership with Culture24, and is being delivered together with a range of museums, strategic sector agencies and academic partners.

<https://one-by-one.uk/>

GIFT Project: An EU-funded collaborative research project that explores how museums can embrace digital technology to ensure more personal, emotional and playful encounters with art and cultural heritage for audiences.

https://gifting.digital/?page_id=357