

HORNIMAN MUSEUM

Job Description	Digital Media Manager
Reports to:	Head of Development and Marketing
Liases with	Senior Management team, Heads of Section, Content providers from across the organisation
Hours of Work:	35 hours per week

Main purpose of Job:

To lead on the development and implementation of the Horniman's digital strategy, ensuring that its web presence operates as a fully integrated part of the Horniman experience and reflects the Trust's values and objectives. Managing the day-to-day running of the Horniman website, ensuring that content is accurate and up-to-date at all times and that the site meets current accessibility standards.

Main Responsibilities

Strategic planning and advice (15%)

- Generate a detailed strategic plan for the Horniman website and digital presence.
- Provide strategic advice to the Senior Management Team regarding; Horniman website, digital developments and relevant developments and innovations within the sector.
- Development of the digital strategic plan oversee its implementation.
- Close liaison with the Documentation manager to inform and implement collections online strategy.
- Advise on the significance of the web as a tool for generating revenue.

Project Management (40%)

- Project management of major website and digital developments.
- Management and co-ordination of web content production from across the Horniman.
- Ensuring content ownership by Horniman teams is clear, effective and supported, with named content owners.

Operational / technical responsibilities (30%)

- Day to day management of the Horniman website and content development.
- Creation of content style guides and standards and auditing of CMS users output to ensure the standards are adhered to.

- Monitoring of site usage and regular reporting of site performance against key performance indicators, as measured by Google Analytics, e-mail traffic, comments, visitor survey data etc.
- Minor updates and changes to the CMS PHP templates.
- Ensuring all developments meet Horniman HTML coding and accessibility standards.
- Ensure that the site functions effectively at all times, liaising with IT staff to optimise hosting arrangements and site performance.
- Assist with the ongoing development of the Horniman's intranet
- Maintenance and development of the overall site information architecture, ensuring the structure is clear and consistent, and in line with perceived site-user needs and Horniman priorities.
- Co-ordinate the production and development of extensive new content for the redesigned website.
- Functional design of all new site developments, ensuring a high quality user experience by following user-centred design practices.

Management of resources (10%)

- Leadership of a cross departmental Web and Digital Management Team.
- Management of external suppliers and contractors, particularly in the redesign of the Horniman website and the implementation of a new content management system.
- Provide training and support to Horniman staff and volunteers in the production of content, and the use of the CMS.

Professional Development (5%)

- Maintain up to date knowledge and overview of relevant developments in the field as agreed under the staff performance planning and review scheme.

Person Specification:

Technical /specialist knowledge

1. Two years' experience of managing and developing a regional or national museum website or similar major culture sector site employing distributed content production, through use of a content management system.
2. Demonstrable understanding of site content planning and development. Experience of providing advice and guidance to line reports and across the organisation.
3. Knowledge of digital communication channels and experience of developing online marketing campaigns.

4. Experience of the practical application of W3C accessibility standards to the development of compliant HTML.
5. Experience of producing effective web content and practical experience in developing and enforcing content style guidelines
6. Demonstrable knowledge of digital innovations and emerging techniques in web content display and user engagement.
7. Two years' experience editing server-side script within a content management framework.
8. Understanding and some practical experience of a wide range of digital content technologies including XHTML, CSS, Javascript, Flash, Web graphics formats, web video and audio formats and relational databases.
9. Demonstrable understanding of user-centred design methods and user testing techniques.
10. Awareness of the opportunities presented by e-commerce.
11. Experience of analysing site usage data and the ability to provide accurate and informative reports of performance against key performance indicators.
12. Experience of digital asset management and image and multi- media work flows (desirable).

Management skills and experience

1. Experience of successfully project managing complex projects involving multi-disciplinary teams, with some knowledge of effective project management techniques (knowledge of Microsoft project desirable).
2. Experience of specifying and procuring online business applications (eg box office, events database).
3. Experience of commissioning and working with specialist digital agencies.

Personal competencies

1. Ability to work strategically to align priorities, plans and actions in order set and achieve long term strategic objectives
2. Excellent team working skills and the ability to work effectively with a wide range of internal and external contacts to achieve corporate objectives
3. Excellent communication skills, including oral, written and web based communication.

4. Flexibility and the ability to work on own initiative.
5. Ability to train and develop the knowledge and skills of others in effective web based communications.
6. An understanding of the principles of equality and diversity as they apply to the role.

The Trust is committed to equality of opportunity and welcomes applicants from all sections of the community.