

## Role Profile | Digital Lead

**Salary** | £35,000 per annum

**Office Location** | Wentworth Woodhouse, Rotherham, South Yorkshire. S62 7TQ

**Length of Contract** | Two-year fixed contract with three-month probationary period

**Hours of Work** | 37.5 Hours per week

**Responsible To** | Head of Culture and Engagement

### Role Purpose

Wentworth Woodhouse is arguably the most challenging and exciting regeneration project of our generation. Wentworth Woodhouse is a Grade I listed mansion in Rotherham, South Yorkshire. The Wentworth Woodhouse Preservation Trust (the Trust) is committed to delivering high-quality, creative and relevant visitor experiences, both onsite and online, supporting the aims of the 2023 Culture Strategy. Developing a Digital Strategy for Wentworth Woodhouse and overseeing the creation of innovative digital content, provides the post holder with a significant opportunity to showcase digital impact in an iconic heritage setting.

The successful applicant will have a proven track-record of strategy development and in the creation of digital content across a range of different platforms.

### Role Duties

- Working alongside the Head of Culture and Engagement to develop and write a Digital Strategy for Wentworth Woodhouse, supporting the ambitions of the Cultural Strategy and ensuring sustainability of digital engagement and Digital Team.
- Project manage the Perception Busters film project, including overseeing the project schedule, budget and ensuring desired outcomes and outputs.
- Mapping the existing digital capacities and capabilities within the Trust against those required to deliver the Digital Strategy and the Wentworth Woodhouse Cultural Strategy
- Embedding digital capability across the organisation including needs analysis and training requirements
- Support strategic planning for new digital initiatives to defined objectives, target audiences, benefits, platforms, resources, delivery and desired impacts

- Develop and manage the digital content production schedule and resource allocation to ensure project deadlines are met
- Own and develop standards, production systems, workflows and best practices for briefing, content creation, communication, distribution, analytics and reporting
- Lead and inspire the creation of digital content at Wentworth Woodhouse to deliver engaging experiences which support audience growth and organisational priorities, and which work across multiple platforms
- Identify and secure additional income generation and funding opportunities for the Digital Team
- Oversee the production of a broad range of digital content types, including video, animation, photography, text, audio, playlists, podcasts, livestreams and interactive features to share and promote the Wentworth Woodhouse's collections, research, exhibitions, events and commercial offers
- Manage and develop the activities of the Volunteer Digital Team
- Oversee and develop digital and film training opportunities at Wentworth Woodhouse, building on the legacy of Children's Capital of Culture Traineeships and Perception Busters film project.
- Collaborate with colleagues across the Trust and with creative partners to support the development of inspiring and enriching digital experiences for our online and onsite audiences

### Person Specification

Please see the criteria expected of the role below. As part of your application, please note these and explain how you meet and exceed them.

Factor	Criteria	Essential or Desirable
<b>RELEVANT EXPERIENCE</b>	Evidence of working at a strategic level in an organisation or department to create and deliver change.	Essential
	Experience of managing a project, including budget management, ensuring outcomes and outputs, and managing schedules.	Essential
	Experience in developing and delivering impactful and measurable digital	Essential

	<p>content plans and strategies.</p> <p>Experience of creating a digital roadmap, managing priorities and dependencies, mitigating risks and reporting status updates to stakeholders.</p> <p>Experience of creating and commissioning engaging digital content for a range of platforms, from concept to delivery.</p> <p>Experience of managing freelance staff and volunteers</p> <p>Experience of analysing online user behaviour, measuring performance against agreed targets and undertaking structured user research.</p> <p>Experience working in an arts, heritage or cultural environment.</p> <p>Experience of planning, creating and/or editing graphics, audio and video content</p> <p>Experience of designing and delivering activities in collaboration with young people</p>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p>
<b>QUALIFICATIONS</b>	Educated to degree-level in a related subject or with equivalent experience.	Essential

<p><b>PERSONAL ATTRIBUTES</b></p>	<p>Creative flair and ability to support idea generation for digital content and functionality</p> <p>Excellent interpersonal skills with the ability to build strong relationships with colleagues, key stakeholders and external partners</p> <p>Highly organised, with the ability to plan and manage multiple priorities to deliver projects on time, on budget, and to a high standard</p> <p>Ability to show initiative and problem-solve in a fast-paced environment.</p> <p>Positive approach and ability to work as part of a team.</p> <p>An understanding of the access needs of a range of different audiences and how they relate to digital</p>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p>
<p><b>WORK CIRCUMSTANCES</b></p>	<p>Able to work flexible hours, including evenings, weekends and Bank Holidays as required.</p>	<p>Essential</p>