

Job Vacancy

DIGITAL PRODUCER (P/T)

Contract: Part-time (fixed-term), 15 hours/week
Salary: Pro rata salary of £26,200 (£10,480 per annum)



[The Stained Glass Museum](#) is an independent museum dedicated to the art of stained glass, with a nationally-significant collection of stained glass, associated designs, cartoons and tools which tell the story of the development of this unique art form from the 13th century to the present day. In recent years the museum has digitized its collections, making them available online via its website and social media as well as national platforms including [Art UK](#).

Thanks to funding from the Headley Trust, we are recruiting for a part-time role of Digital Producer to help us further our digital engagement. The Digital Producer will work with the museum Curator and part-time Collections Engagement Officer to design, develop and produce new, dynamic and engaging digital content (text, audio and video) around our collections for multiple platforms to help engage new audiences. This is a fixed-term post for two-years and is a key priority area of the museum's strategic objectives and forward plan.

This is an opportunity to work with a unique and visually compelling collection and play a key part in developing our online and onsite interpretation to tell inspiring stories in glass, light and colour using a variety of digital tools.

We are looking for a creative individual, an excellent communicator and collaborator, with experience in creating digital content across web-based, social media and other platforms that responds to user needs and organisational aims. You will have strong design skills, and a proven track record of digital content design as well as digital marketing campaigns. You will be curious about user behaviour and the impact of content, making improvements to help drive engagement. You will be self-motivated with the ability to work upon your own initiative as well as part of a team. You will be able to build and maintain good relationships with key partner organisations. Ideally, you will also have knowledge of emerging technologies including AR and VR, and an understanding of the potential of digital engagement within the arts and heritage sector to increase access to collections, engage and develop audiences.

We will look to you to help us shape the museum's evolving digital strategy, to ensure the successful delivery of digital projects and expect you will play an active role in both the design, creation and launching of new digital content.

In return we can offer you an excellent opportunity to be a part of a small team within a specialist museum where you can use your innovation and creativity to maximum impact and help us fulfil our mission *to share with everyone the cultural and artistic importance of stained glass*.

This is a part-time post (15 hours per week / 0.4 FTE) and may be suitable for flexible/hybrid working.

How to Apply

To apply, please complete an application form, telling us (in any format you would like, restricting written statements to 500 words), why you are suitable for this role, and attach any relevant portfolio experience.

Closing date: Monday 20 November, midday

Interviews: w/c 4 December

Start date: January 2023

DIGITAL PRODUCER (P/T)

Job Title:	Digital Producer	Responsible to:	Director and Curator
Hours:	15 hours per week (0.4 FTE)	Key relationships/ liaison with	Internal: Director and Curator, Collections Engagement Officer, Learning Officer
Location:	The Stained Glass Museum, South Triforium, Ely Cathedral, CB7 4DL	Salary:	£10,480 per annum (A pro rata salary of £26,200).

JOB PARTICULARS

JOB DESCRIPTION

Purpose of the Role

We are recruiting a Digital Producer to bring all aspects of the museum – its collections and programming - to life digitally for our visitors, producing high quality ‘evergreen’ digital content across our gallery, web and digital platforms and programmes.

We want to be ambitious in embracing the possibilities of digital curation and production, to strengthen and enhance existing curatorial and digital skills within our team, to build new partnerships and deliver high quality collections content, fit for a national centre for stained glass, and which will help us reach wider audiences across the globe.

Background to this Role

Our mission: to share with everyone the cultural and artistic importance of stained glass. As well as providing access to and interpreting our collections within the museum gallery and online, the museum has an engaging learning programme for all ages with talks, events and practical glass courses taking place throughout the year. The Stained Glass Museum currently attracts more than 20,000 visitors a year and engages with 1,500+ school-aged children and 200+ adults through our learning and workshops programme each year. The museum has a combined social media following of 14,200.

We have already made some steps towards increasing access to our collections; in 2020 we launched our online collections catalogue via our own website. In 2022, we joined the Art UK

platform adding 100 works from our collection. This has helped us reach wider audiences and created possibilities for new commercial income generation and wider collaborative curations with other collections and or organisations. In 2023 we developed a [pilot mobile App using Augmented Reality](#) (AR) technology in conjunction with City XR and would like to explore how we might be able to further develop use of this technology. We would also like to increase the museum's presence on Art UK, establish a presence on the Bloomberg Connects App, develop new creative audio, animated and video content for web and social media channels ([YouTube](#), [Facebook](#), [X/Twitter](#) and [Instagram](#)), and trial new methods of interpretation - including making use of the latest AR technology and creative digital animation to enhance storytelling in the gallery space and online.

This part-time post is generously funded by the Headley Trust.

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Key Responsibilities

Digital and Creative

- Develop and produce original, innovative, accessible and engaging digital work as a creative response to the Stained Glass Museum's collection and programming and further the museum's vision and mission.
- Develop and produce original digital content (text, photography, video, audio and other as appropriate) for multiple digital platforms, including the museum's existing website and social media platforms and third-party platforms.
- Initiate, organise, and edit original and innovative digital content for use across the museum – both physically and online - under the guidance of the Curator and liaising with creative practitioners where appropriate.
- Prepare appropriate digital content for promotion and in conjunction with the Collections Engagement Officer to ensure campaigns and messaging are aligned across our online and onsite channels.
- Under the guidance of the Curator, to liaise with staff, volunteers, stakeholders and visitors as appropriate to engage their participation in online content.
- Manage AV and IT equipment used to produce digital stories, and to oversee their maintenance and use.
- Manage copyright and permissions related to the content created.
- Where appropriate, to support in-house graphic design for projects including exhibitions and displays, learning and marketing.
- Ensure that equity and inclusion is embedded in all projects and outputs through championing best practice and proactively developing approaches to them.

Project Management

- Lead the museum's small team in supporting the development and delivery of new digital projects across the museum.
- Review existing digital content and audience engagement, and help facilitate discussion and generation of ideas for the digital project with members of the museum team and any relevant stakeholders.
- Develop links with and work with trusted digital partners across the sector to increase access to our unique collections.



- Develop and manage an action plan for the digital project with deadlines, to ensure achievable outcomes and objectives within the 2-year project, and set ongoing targets for reaching new visitors through the production of new content on various platforms.
- Ensure appropriate and proper written consent and permissions are obtained for filming/recording in line with GDPR and copyright law.
- Maintain best practices and develop editorial guidelines, to ensure accuracy, accessibility, usability, and a consistent institutional voice.
- Help prepare a digital strategy for the museum.

Development

- With the support of the Curator, develop digital skills and expertise through training, experience and networking.
- Proactively keep up-to-date on digital developments and opportunities, and feed these into project proposals and planning.
- Keep up-to-date with issues relating to digital copyright and ownership and support the Curator to ensure that all digital material is properly managed in this regard.
- Support the upskilling of staff and volunteers in digital skills through providing training or advice where appropriate.
- Ensure analytics tracking tools (Google Analytics 4, social media insights, website surveys) are set up and monitored to support evaluation and future development of digital activity

General Accountabilities:

- To ensure all activities undertaken are properly risk assessed and meet the requirements of the museum's Health & Safety and safeguarding policies.
- Collate appropriate reports as required for stakeholders.
- Work in compliance with the Codes of Conduct, Regulations and Policies of The Stained Glass Museum as well as their commitment to Equal Opportunities.
- Be responsible for own safety and not endanger that of colleagues/ visitors Ensure that output and quality of work is of a high standard and complies with current legislation/standards.
- Supervise interns or volunteers as required.

PERSON SPECIFICATION

Essential Criteria	Desirable Criteria
Knowledge & Experience	
Proven experience of managing digital projects or working in digital	Ability to strategize and develop best practices and guidelines for internal efficiencies

Knowledge of digital technology with an enthusiasm and desire to research and keep abreast of developments in this fast-moving sector	Professional web or digital media production experience.
Proven experience of using Windows OS, Mac OSX, iOS and MS office, including operating computer-based image, video and sound recording/editing systems.	Proven experience editing text, audio and video using a variety of software
Proven experience uploading video and audio assets, ensuring accessibility and usability. Content publishing and distribution experience across a range of digital channels, platforms and products with an awareness of copyright and other legal issues associated with online/onsite digital content	Knowledge and experience of the content lifecycle, - e.g. Planning, producing or commissioning innovative digital content, publishing, evaluating and preserving
Understanding of user behaviour and needs, and experience of analysing user experience	
	Proven experience of working in the arts/culture, education, museum or heritage sector to support collections, programmes and community-focused work.
Skills, Abilities & Aptitudes	
Required Technical Skills: Image/photo editing e.g. Adobe Creative Cloud applications (e.g. Photoshop, InDesign, Illustrator, Lightroom); video and sound recording/editing; basic knowledge of HTML; familiarity with content management systems and a variety of third-party tools, including Google Analytics, Project Management software, and major social media platforms (Facebook, Twitter, Instagram, YouTube, TikTok).	Desired Technical skills; best practices in design thinking, information architecture and user experience; experience with MODES (CMS) a plus. Experience of using 3D design packages
Strong production and editorial skills, extremely organised, detail orientated and ability to work in a dynamic environment	High quality visual presentation skills, Design-orientated
Ability to create new, quality-assuring and compelling content for web and social media platforms.	Entrepreneurial spirit and creative thinker, and an enthusiasm and interest in visual arts.



Good verbal and written communication skills, and experience of communicating with a range of audiences using different tools	Proactive storyteller, identifying stories and creative content development opportunities
Excellent attention to detail, technically adept and quick to learn new processes.	
Excellent time management skills, and ability to juggle a varied workload and meet agreed deadlines Proven ability to prioritise work, responding to changing priorities and deadlines to manage competing priorities.	
Good interpersonal and communication skills, ability and desire to communicate clearly about digital initiatives with non-technical staff.	Ability to build effective relationships within the sector and externally, to facilitate project outcomes
Ability to work occasional evenings or weekends, depending on programme need (e.g. to film events or support projects)	