Digital Lead
Thackray Museum of Medicine, Leeds

Job Title	Digital Lead (Part Time)
Reports to	CEO
Salary	£16,800 pa (pro rata £28,000 pa Full Time Equivalent)
Benefits and Conditions (overview)	• 6-month initial probationary period • 20 days annual leave entitlement (inclusive of in lieu allowance for statutory holidays) • Normal working hours are approx. 22 hours per week • Other terms and conditions in line with the Thackray Museum of Medicine standard Contract of Employment

Main purpose of the role	To lead on the coordination of the Museum's digital outputs across its public services, commercial activities and communications – helping to identify robust and feasible digital solutions for the museum and supporting the relevant teams to develop and roll out excellent digital content.

Key tasks and specific responsibilities	1. To act as the Subject Matter Expert for the museum's digital strategy - advising on standards, technologies and resource implications relating to digital solutions
	2. To advise departmental leads across the museum to help them identify and prioritise opportunities for digital content, supported by clear evidence of need – including (but not limited to):
	• Digital interpretation of the collection and stories of the museum
	• Digital public programmes (including webinars, streamed events and virtual tours and workshops)
	• Digital learning offers
	• Digital collections access
	• E-commerce
	• Digital conferencing
	• CRM
	• Social media
	• Websites (museum and third party)
	3. To use your knowledge and technical skills to help identify robust, cost effective and sustainable digital solutions and procurement options for digital content.
	4. To help coordinate and communicate a programme of digital projects across the museum (helping ensure digital projects are well planned, delivered and evaluated)
	5. To work with project leads to produce briefs and commission digital services to realise digital initiatives (where appropriate this may include delivery of digital services yourself)
	6. To act as project lead on specific, smaller-scale projects
	7. To work with target audiences and key stakeholders to ensure a high standard of accessibility and usability at all times
	8. To work with teams across the museum to increase confidence and competence in the generation of digital content – including production of digital media, scanning and modelling, producing digital copy and raising awareness of best practice.

	9. To support teams with maintenance and updating of existing digital content 10. As part of the wider team, to ensure the Museum's Mission and Values are reflected in all public and stakeholder engagement to an excellent standard: • Sharing the collective responsibility to ensure people's health, safety and welfare across the museum • Ensuring all visual, written and other communications meet the Thackray Medical Museum's Brand standards • As part of the team, participating in corporate events and activities, including events, fundraising activities, outreach and any other activities that might reasonably be undertaken in the role to promote the museum and its charitable objects

Skills, Knowledge and Experience Matrix

DUTIES	ESSENTIAL			DESIRABLE		
	COMPETENCIES	EXPERIENCE & QUALIFICATIONS	SKILLS & KNOWLEDGE	COMPETENCIES	EXPERIENCE & QUALIFICATIONS	SKILLS & KNOWLEDGE
SME for the Digital Strategy	Able to analyse and evidence user need to inform and prioritise work	Experience of working with multidisciplinary and non-expert teams	Knowledge of digital content standards, technologies and resource implications	A persuasive influencer Able to take a strategic view of a range of activities and initiatives		Good knowledge of digital in a cultural or heritage setting Good communication skills
Identify and prioritise opportunities for digital content	An imaginative and creative problem-solver		Knowledge of best current practice in digital;			Good knowledge of best practice in digital in a cultural or heritage sector
Identify feasible solutions and procurement options for digital content	Able to effectively estimate and plan resources and budgets	Experience of producing digital content to agreed briefs, budgets and deadlines	Good working knowledge of time, cost and technical resource implications of digital content production			Understanding of options appraisal methods and techniques
Coordinate and communicate a programme of digital projects	A clear and effective communicator		Understanding of how to effectively record and share programme information across an organisation		Experience coordinating multiple projects	Ability to create and use effective digital project management resources

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	COMPETENCIES	EXPERIENCE & QUALIFICATIONS	SKILLS & KNOWLEDGE	COMPETENCIES	EXPERIENCE & QUALIFICATIONS	SKILLS & KNOWLEDGE
Create effective briefs and commissions		Experience of contributing to briefs for and commissions of digital projects				Awareness of key risks associated with commissioning
Act as a project lead	An effective project manager	A record of successful project delivery				
Ensure high standards of accessibility	Empathy for target users and audiences		Understanding of how to access current information relating to standards for accessibility for digital con tent		Experience of effective user-group engagement and evaluation	Knowledge of current standards for accessibility for digital content
Help grow capacity in the museum team	A patient and supportive team member	Experience of providing informal training and/or coaching to non-expert users and/or colleagues			Experience of training/teaching digital skills	

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Technical support	Able to plan and prioritise technical tasks, including reactive and scheduled maintenance and upgrades Basic diagnostic/fault-finding		Understanding of digital content technical parameters and common issues		Experience of providing effective digital content support to an organisation	High level of technical skill
Supporting the wider mission of the museum	Awareness of and enthusiasm for the mission of the Thackray Museum of Medicine A good team player with a can-do attitude			Enthusiasm for widening up participation in the museum to under-represented and marginalised groups		Understanding of social justice issues from a digital content perspective borne out of experience and knowledge of under-represented and marginalised groups