

THE PHOTOGRAPHERS' GALJERY

Posted: 6 October 2021

Post:	Website Manager – Part Time
Team:	Communications Team
Line Management:	Director of Communications (DoC)
Contract:	Fixed Term 3 Month contract , 24 hours per week (may occasionally include some evening working and weekend working)
Location:	Predominantly office-based with flexible working when required
Salary:	£32,000 Pro Rata or negotiable freelance daily rate tbc
Holiday:	Pro Rata/as applicable

The Photographers' Gallery

The Photographers' Gallery is the UK's leading centre for the presentation and exploration of photography in all its forms and a dedicated home for an international photographic community. Established in London in 1971, it has been instrumental in reflecting photography's pivotal role in culture and society and championing its position as a leading art form through a rich programme of exhibitions, talks, events, workshops, courses and other activities.

The Communications Team

The Communications team plays a central role in the culture and activities of the organisation, designing and implementing effective strategies to raise the profile and reach of the brand and promote its wide range of activities. The core team currently consists of the **Director of Communications (DoC)**; **Audience Development & Marketing Manager (AMM)** and **Comms Exec & Social Media Programmer (CSM)** – with the aim to appoint a Digital Manager (DM) early in 2022. Additionally, we work with an external PR agency, an external Web Development agency and a freelance graphic designer.

About this Role

Working as part of the Communications team, the **Website Manager (WM)** is being **offered as a temporary and part-time post** while we recruit a permanent Digital Manager position with the aim to support an ambitious Digital Strategy for the future.

In the meantime, we are looking for a highly proficient Website Manager, with demonstrable expertise in managing and developing Websites and related digital platforms. The WM will be primarily responsible for developing, managing and maintaining TPG's website and related digital channels to the highest possible standards and in support of the wider aims of the organisation.

Importantly the WM needs to be self-initiated, responsive and adaptable, as well as have a clear understanding of how digital media and web services can extend the reach and influence of the gallery's programme and meet business objectives to increase online sales and conversion rates.

Main Responsibilities:

1. Lead responsibility for the upkeep, effectiveness and functionality of TPG's website - and related digital channels - and be the key point of contact for our web developers and key suppliers
2. To advise and implement effective strategies to drive web traffic, grow subscriber base, and improve User Experience
3. To evaluate and manage website performance, discoverability and reach and provide regular and timely reports in conjunction with the Comms team ensuring useful interpretation and recommendations
4. To advise and supervise the Social Media Programmer and other relevant staff members in creating and delivering timely and effective posts.
5. To work with the Comms team to best promote TPG's offer through the website, email newsletter and social media
6. To work with colleagues to create, manage and monitor appropriate website content aligned with the organisation's strategy.
7. To train and support appropriate staff in use of relevant website systems; including Drupal, Mailchimp, Google Analytics and other relevant web tools
8. To ensure full website compliance with laws and regulations especially around accessibility, security, GDPR.
9. To keep up-to-date with industry best practices and monitor competitor websites.
10. To ensure TPG's charitable objectives, vision and goals are communicated effectively throughout the website and its activities

Outline of key tasks

- Regular maintenance and management of website content, considering user journeys, clarity of information and optimising routes to conversion
- Managing the flow of content into the site from various departments, eliminating redundant and/or duplicate information and ensuring consistency and best practice throughout
- Responding to and troubleshooting any website issues
- Co-ordinate email marketing campaigns working cross-organisationally to minimise clashes and advise on consistency and best practice
- Producing and contributing to periodic organisational reports as well as constantly monitoring and measuring digital analytics against key metrics.

Person Spec:

Overview:

The successful candidate will possess excellent understanding of content management systems (CMS) and technology infrastructures; an analytical mind; in-depth, demonstrable understanding of Search Engine Optimization (SEO); evidence meticulous attention to detail, outstanding problem-solving skills, and be adept at advising, supporting and creating compelling online content. Preferably we are looking for someone who also has working knowledge and experience of e-commerce strategies; the role would be particularly suited to someone interested in, or curious about, photography.

Ideal experience/skills:

- Proven experience as a website manager in a comparable organisation
- Excellent working knowledge of:
 - Content Management Systems
 - Photoshop and Adobe Creative Cloud programmes
 - Responsive design principles and cross browser testing
 - Web standards, accessibility and access compliance - W3C2.0
 - Data protection and compliance
 - Google Analytics, Google Search Console, Google Tag Manager
 - Tools for managing and publishing social platforms
- Practical understanding of Search Engine Optimization (SEO) and Google Ad Grants
- Ability to troubleshoot website issues in a fast-paced environment.
- Good content creation and writing skills.
- Excellent time management skills with the ability to multi-task.
- A certain level of flexibility regarding availability outside normal working hours is required to attend events, openings and meetings.
- To carry out duties in accordance with TPG's Equal Opportunities, Access, Employment, Health and Safety and Inclusion Policies.
- Maximise use of new digital technologies in communication with diverse audiences.

Whilst the above person specifications offers a useful guide to the experience level expected, we welcome – and encourage – applications from anyone who feels they could bring alternative, equally beneficial skills, experience and perspective to the role.

The Photographers' Gallery is committed to equal opportunities and encourage applications from all persons without discrimination. We particularly welcome applications from people currently under-represented in the arts sector.

To apply please download an application form from <https://thephotographersgallery.org.uk/about-us/vacancies> and email completed applications to vacancies@tpg.org.uk with subject header: Application for Web Manager – PT.

Deadline for applications: 12noon Friday 15 October, 2021

Interviews taking place from Wed 20 October – Wed 27 October

Please note: if you are not invited for interview your application has not been successful.



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