

## Digital Engagement Manager – Job Description

The Postal Museum is one of the newest and most exciting museums in London. We opened in 2017 and have already established the museum as a must-visit destination with award-winning experiences. Alongside hands-on exhibitions exploring over 500 years of British social and communications history, visitors can experience a subterranean ride through the tunnels of the old Post Office Underground Railway – Mail Rail. The museum welcomes over 160,000 visitors and our online content reaches almost a million users a year. We deliver award-winning learning, access and outreach programmes and provide unique experiences including popular Tunnel Walks under the streets of London. The museum also operates a children’s play space – Sorted – popular with young families and schools. Alongside all this we offer one of the most unique venues in London for corporate hire and filming locations.

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**Based:** Central London, flexible working and home working options

**Salary:** £35,000 – £38,000 p.a dependent on experience

**Reports to:** Head of Marketing and Communications

**Responsible for:** Designer / Web Editor

**Hours:** Full-time, 35 hours a week, flexible working available

**Contract:** Permanent

**Probation Period:** 6 months

**Start date:** asap, negotiable

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### Who We Are

The Postal Museum tells the story of postal communication and its impact on a global society

### What We Do

We use our collection to explore stories around communication, and to inspire everyone to make richer and more meaningful connections in their lives

### Our Values Are

- Openness
- Generosity
- Innovation
- Curiosity
- Playfulness

### We Will

- Be open and generous in spirit and action
- Deliver innovation
- Communicate our stories with clarity and playfulness
- Be curious about people’s stories and experiences

## **PURPOSE OF THE JOB**

This is a great opportunity to make your mark at a young museum at an exciting time in its development. The Marketing and Communications team is responsible for developing the museum's physical and online audiences through targeted campaigns, excellent online content, PR opportunities, brand development and online community management.

The Digital Engagement Manager leads on engaging our audiences through the end-to-end customer journey. This includes management of our web development agency, playing a leading editorial role in digital content and working closely with the Ticketing and Insights Manager to deliver the best experience for visitors. Working closely with the Marketing Manager, the role ensures that campaigns are integrated, tracked and analysed and that customer data is managed and used appropriately.

Crucially, the role works with teams across the museum to creatively showcase our unique experience and collection, our award-winning programmes and our exciting programme of exhibitions and events online.

The job holder can work predominantly remotely, working from the museum on average 1-2 days a week. There's great scope for development within the role, based on the skills and interests of the right candidate.

The post reports to the Head of Marketing and Communications and is responsible for the Designer/ Web Editor, who works closely with the Web Manager to deliver improvements to the website, manage Google Ads and deliver integrated, design-led campaigns.

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## **PERSON SPECIFICATION**

### **EXPERIENCE**

#### **(Essential criteria)**

- Demonstrable knowledge and experience of website management.
- Demonstrable experience of managing relationships with web development providers and working with web Content Management Systems for website production.
- An understanding of end-to-end customer journeys and delivering excellent and engaging user experiences.
- Demonstrable experience of using Google suite of tools - specifically Analytics.
- Experience of working at a ticketed venues with online ticketing needs.
- Demonstrable experience working on digital projects.

#### **(Desirable criteria)**

- Experience of working in the cultural/heritage sector.
- Experience of Google Ads, Tag Manager, MyBusiness, Developer Tools.
- Experience of any of the following: Hotjar, Shopify
- Experience of Email Service Providers (e.g Mailchimp)
- Experience of CRM and/or ticketing systems
- Experience of Wordpress
- Budget management experience.

## **SKILLS/KNOWLEDGE**

### **(Essential criteria)**

- Excellent written and verbal communication skills.
- Excellent interpersonal and team working skills.
- Ability to identify opportunities and proactively improve practices.
- A clear, analytical and flexible approach to problem solving.
- Thorough understanding of technical aspects of digital content, such as SEO, UX, A/B testing.
- Some knowledge of HTML/CSS.
- Attention to detail, organised and able to meet deadlines and work on multiple projects simultaneously.

### **(Desirable criteria)**

- Line management experience

## **PERSON**

### **(Essential criteria)**

- The ability to communicate well and frequently with colleagues.
  - Passionate about creative uses of digital technologies to enhance engagement with audiences.
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## **JOB DESCRIPTION**

### **Key Responsibilities and Duties**

- Manage relationships with key service providers (i.e. website developer, web hosts), seeking out opportunities for the museum to improve engagement with its digital offer.
- Identify and implement solutions for engaging end-to-end customer journeys.
- Work closely with our web developer, ticketing provider, and internal Operations, Box Office and IT teams to evaluate and optimise customer journeys between website and ticketing.
- Manage quality and consistency of content and identify opportunities to improve engagement across our online channels, in line with the museum's brand and strategic aims.
- Work closely with content contributors, especially the PR and Social Media Officer and Marketing Manager, and content editors, especially Designer/ Web Editor, on the end-to-end experience of customers.
- Support colleagues across teams to showcase our unique experience and collection, our award-winning programmes and our exciting programme of exhibitions and events online.
- Play a key role in any future CRM project group.
- Work closely with the Head of Marketing and Communications on the development of new strategies.
- Support the Marketing Manager and Designer/Web Editor to improve SEO for digital channels.
- Monitor, measure and respond to audience feedback and data to propose and develop technical improvements for audience engagement through online channels.
- Review weekly data studio reports with Designer/ Web Editor and suggest improvements to reporting and data analysis.
- Provide creative input, research and development oversight for new interactions online.

- Identify emerging trends in digital engagement.
  - Support and develop the Designer/ Web Editor with regular one-to-ones, time for professional development and training.
  - Manage the website budget reporting to the Head of Marketing and Communications.
  - Manage reporting of digital activity for Executive Team, Trustees and colleagues across the museum, with the Designer/ Web Editor and Marketing Manager.
  - Attend Information Governance Group meetings and adhere to retention schedule guidelines for website data and marketing data.
  - Act as Duty Senior at the museum on occasion, deputising for the Executive Team.
  - Any other tasks that may be required from time to time, as determined by the Line Manager.
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## **WORKING CONDITIONS**

This position may require an enhanced DBS check which will reveal any unspent convictions. A criminal record may not necessarily be a bar to placement, as any decision will be treated on its merits and individual circumstances subject to the museum's overriding obligations to protect the children and vulnerable adults in its charge, members of the public, the safety of the museum's staff and the Collection.

The postholder will be expected to monitor and report on their work as directed by their line manager. The postholder will be expected to pick up ad hoc duties as required.

Flexible working options are available including remote working. Occasional weekend and out of office hours working may be required. The postholder will be expected to work to office guidelines on handling, health and safety, lone working, etc. as advised, taking responsibility as appropriate.

All staff have access to a range of employee benefits including a cycle to work scheme, employee assistance programme and a range of discounts from retail and entertainment to health and wellbeing.

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**TO APPLY:** Please send your completed application form and the equal opportunities form to [applications@postalmuseum.org](mailto:applications@postalmuseum.org)

**CLOSING DATE:** 1 August 2022

**INTERVIEWS:** tbc