



Digital Producer (Parental Cover)

London WC1

Job description

Job title:	Digital Producer (Parental Cover)
Location:	16 Bedford Square, London, WC1B 3JA
Role type:	Full time
Role duration:	Fixed term contract up to 12 months
Reporting to:	Digital Manager
Responsible for:	Not applicable
The company:	<p>The Paul Mellon Centre is an educational charity that champions new ways of understanding British art history and culture. We publish, teach and carry out research, both at the Centre in London and through our online platforms. Our archives, library and lively events programme are open to researchers, students and the public. The Centre's grants and fellowships programme supports institutions and individuals with research projects, publications, exhibitions and events. Through all areas of our work, we promote activities that enhance and expand knowledge about British art and architecture. The Centre was founded in 1970 by the art collector and philanthropist Paul Mellon. It is part of Yale University and a partner to the Yale Center for British Art.</p>

Main purpose of the job:

Support the Paul Mellon Centre's initiatives by producing, project managing and maintaining new and existing digital resources for the study of British art and architecture.

Daily management of the Centre's online platforms, including its institutional website, and digital publications. Responsibility for the creation and management of digital assets in a variety of formats. Diversify the audience of the PMC through collaboration with external collaborators, and sharing knowledge to inspire the sector.

Accountabilities:

- Management of the digital platforms operated by the PMC, including tracking maintenance time used by software suppliers
- To act as website manager for the PMC's institutional platform, with overall editorial responsibility for content
- Create and maintain digital marketing campaigns in Google AdWords and YouTube to ensure broad reach of content
- Troubleshooting and training of staff in the use of information management systems operated by the PMC
- Production of digital content for web

Key responsibilities:

- Deal with day-to-day website and online resource activities and queries in a professional and timely manner
- Support the planning, development and implementation of the Centre's digital strategy and online advertising strategy
- Prepare appropriate reports and dashboards using Google Analytics and Google AdWords
- Ensure that digital content is distributed widely across multiple platforms in order to reach new and diverse audiences
- Follow and develop project management plans and schedules in order to achieve project and programme objectives
- Follow and develop effective management policies for digital assets created, and contribute to the preparation of a digital preservation strategy for the Centre
- Create, amend and update metadata records to agreed standards as part of ongoing documentation and preservation programmes
- Prepare and maintain clear and concise documentation of policy, services

and processes

- Create and publish content about PMC digital initiatives to inspire others in the sector
- Support recording and/or online broadcast of event proceedings
- Work closely with individuals across the Centre engaged in electronic documentation, digital media production, and programming to achieve a cohesive approach to the management and production of digital resources
- Maintain WCAG 2.0 standards in web accessibility for the core website
- Monitor and maintain content strategy for DigiPaul blog

Person specification

Essential skills and competences:

- Experience of using data management systems (such as a web content management systems or collections information systems)
- Consistent, accurate and meticulous attention to detail
- Relevant experience of writing insightful and engaging copy appropriate for online platforms
- Ability to organise own work effectively and to establish priorities
- Highly computer literate
- Excellent interpersonal and communication skills, both written and verbal
- Good visual literacy and understanding of the principles of branding
- Ability to interpret data to create actionable insights in the form of reports, dashboards and presentations
- Commitment to managing own learning and continuous development relevant to the role
- Understanding of the principles of equality and diversity as they relate to audiences, and the ability to apply and promote these in practice at work

Desirable skills and competences:

- A keen interest in the gallery, library, archive and museum sector
- Project management qualification
- Educated to degree level
- Experience of producing digital content, including photography and video
- Awareness of copyright issues and data protection responsibilities
- Familiarity with Adobe Creative Suite and film editing software such as Final Cut Pro
- Knowledge of web usability and accessibility
- Experience of live streaming events