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# THE FOUNDLING MUSEUM

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## Digital Transformation Manager

**Reporting to:** Director of Finance & Operations

**Purpose of job:** To lead on a project to embed digital skills, processes and a digital culture across the organisation, to make digital a dimension of everything the museum does.

**Salary:** £30-35k, dependent on experience.

**Working Pattern:** Full time, 35 hours per week.

We would be happy to hear from candidates who require flexibility in their working days and would be open to the right person working longer hours across fewer weekdays.

**Contract type:** One year fixed-term.

## Background

The Foundling Museum is about creative action, transforming lives. Inspired by three great 18<sup>th</sup> century activists – Thomas Coram, William Hogarth and George Frideric Handel – the Museum is a force for change. We believe in creative action that brings past and present together, to stimulate imaginations and enrich young lives. We celebrate the work of artists and inspire people to take positive action that transforms lives and creates a lasting impact.

## Job description

Do you have a flair for digital? Are you excited by digital's potential to effect positive change? We have an exciting opportunity for an experienced and ambitious lead for the Foundling Museum's digital transformation. This project aims to embed digital skills, systems, processes and a digital culture across the organisation, to ensure digital is at the heart of everything we do.

In response to Covid-19 and the need to move our activity online, we recently commissioned a digital audiences strategy, which outlines the need for organisational change in order to deliver our ambitions. We are now looking for someone to take this strategy forward and work collaboratively across the whole organisation in order to guide and shape how technology can help us:

- Better deliver our curatorial programmes and commercial and development activities, to realise our vision and ambition
- Find new ways to reach, engage and build audiences
- Improve insight into our digital performance
- Explore potential for innovation
- Enhance our internal systems and working practices, to improve efficiency and maximise resources
- Ensure the organisation is digitally secure
- Future-proof the organisation

This new role will be responsible for leading on the implementation of the Museum's digital strategy and the positive impact it will bring. Sitting within the operations team, the successful candidate will work closely with the communications team to deliver training and support to staff across the organisation. This post is ideal for someone looking for the opportunity to really make their mark, during an exciting time of change for the organisation.

2021 will see significant investment in a brand overhaul and repositioning of the museum (working with the award-winning agency, Hat-trick). As part of that process we have appointed the cultural specialist web agency, Cog Design to transform our website. Part of this role will be to steer that project through to launch by the autumn.

At the same time we have identified a number of digital systems and process that, for historic reasons, were created and operate independently. A key part of this role will be helping us, and working with our digital agency, to make pragmatic decisions about which systems to keep, which to overhaul and which to replace in our journey towards a more integrated and efficient digital approach. We see this as an on-going process, some delivered by the autumn, others implemented over a longer time frame.

## **Key responsibilities**

- Lead on the implementation and development of the Museum's digital strategy, in line with organisational values, objectives and priorities
- Manage the build of the Museum's new website, acting as the first point of contact for the developers
- Find digital opportunities to enable the organisation to operate more effectively and efficiently
- Build capacity within the organisation, necessary for its digital transformation and subsequent digital growth, embedding relevant skills and knowledge throughout
- Set up and document robust back-office systems to enable the organisation to deliver its services in a more efficient manner
- Manage a budget to employ contractors where additional resources to undertake the transformation are required
- Create an environment of digital innovation and best practice, ensuring the use of technologies for the benefit of staff, stakeholders and audiences
- Create a roadmap for innovation with the relevant processes, tools and metrics to support organisational objectives and new growth opportunities

- Manage the Digital Content Producer

## Person specification

### Essential

- Deep understanding of the contemporary digital environment and a passion for modern technologies
- Experience of planning and delivering digital services
- Proven experience of providing strategic and technical leadership to improve organisational performance
- Proven experience of leading on website development projects
- Knowledge of digital marketing and digital project management
- Experience of helping colleagues develop digital skills and confidence
- Excellent communication skills
- Ability to develop and maintain successful relationships with internal and external stakeholders
- Excellent influence and persuading skills

### Desirable

- Experience of leading organisational change
- Interest in and knowledge of the arts
- Experience of working with the museum, arts and/or charity sector

**How to Apply:** Please download and complete the application form and equal opportunities form and email these to [vacancies@foundlingmuseum.org.uk](mailto:vacancies@foundlingmuseum.org.uk). Due to the need for staff to work from home, it is not possible for us to receive postal applications at the moment. If this is a problem please call Alice on 020 7841 3604 to discuss.

Interviews are due to take place on Thursday 3 June 2021, with a possible second round of interviews planned for Thursday 10 June 2021. Please ensure, when you apply, that you are available for these interview dates. The first round will be held via video call.