



## Digital Officer job pack

Thank you for your interest in a-n The Artists Information Company. This pack is designed to give you background information on our organisation and to support you in your application.

### About a-n The Artists Information Company

a-n The Artists Information Company is the largest artists' membership organisation in the UK with over 24,000 members. We support artists and those who work with them in many practical ways, acting on behalf of our membership and the visual arts sector to improve artists' livelihoods. We are a friendly team of 14 based between London, Newcastle and Manchester and we are looking for an exceptional candidate to join the team.

Growing from a grassroots 500-copy-a-month newsletter in 1980, to a magazine, an online platform, and now a professional membership organisation, we have just celebrated our 40th anniversary. A strong staff team, Board and Artists Council drives forward the organisation's mission and we have maintained excellent financial and reputational health in spite of the disruptions of the pandemic.

This is a pivotal time for a-n and our critical role in championing, campaigning for and supporting visual artists. We are developing ambitious business plans for 2022-2027 and the Digital Officer will be involved in digital and website development projects during this period.

For further information please visit our website at [www.a-n.co.uk](http://www.a-n.co.uk).

### Our digital platform

a-n's website is the main portal for our members to find resources, to blog and to network with one another. Our website is a custom WordPress site which is hosted on AWS, and connected to CiviCRM database. We use a number of third party tools to support communications with our members and to handle payments, including SagePay, GoCardless, MailJet and Elastic Email. We use Google Analytics for tracking our website interactions.

### Equal opportunities

We strive to ensure that opportunities to work and develop at a-n The Artists Information Company are open to all. We treat all job applications equally, regardless of age, disability, gender identity or gender expression, race, ethnicity, religion or belief, sex, sexual orientation or any other equality characteristic.

We particularly encourage applications from disabled people and people from black, Asian and minority ethnic backgrounds, as these groups are currently underrepresented in the cultural sector.

As part of our values we want to ensure that opportunities to work at a-n The Artists Information Company are open to all, including disabled people, and that disabled employees feel valued and able to be themselves in the workplace. In recognition of our commitment to disability equality and inclusion, a-n The Artists Information Company has signed up to the Disability Confident Scheme and is a Level 1 Disability Confident Committed Employer. The Disability



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Confident scheme aims to help employers make the most of the opportunities provided by employing disabled people.

## Digital Officer – Summary of terms

- Job Title:** Digital Officer
- Reports to:** Head of Business Development
- Contract:** Permanent contract of employment
- Hours:** 35 hours per week
- Salary range:** £28,190 – £31,589
- Pension:** Access to workplace pension scheme The People’s Pension.
- Holiday:** 34 days per annum (including statutory public and bank holidays)
- Location:** London or Newcastle with regular travel between offices. Flexible and remote working requests will be considered.



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## Digital Officer – Job Description

### Purpose of the role

The Digital Officer works with the Senior Management Team (SMT) to deliver the digital strategy in line with the company's mission and business plan. This role is responsible for daily monitoring of a-n's digital and IT infrastructure, working with external digital and IT suppliers on development and maintenance needs; supporting company data management and reporting; providing technical support to staff across memberships, programme and communications. This role is also the designated company Data Protection Officer.

### Main duties

#### 1. Oversee the day-to-day operation of the company's digital and IT infrastructure

- Working with SMT, contribute to the digital strategy, including the ongoing development of the company website and membership management system.
- Identify and investigate digital and IT issues detrimental to a-n's business and user experience. Items identified to be prioritised with SMT prior to external supplier involvement.
- Monitor and lead on best practices in relation to user experience, software and tooling compatibility, data protection and accessibility standards.

#### 2. Coordinate work with external digital and IT suppliers

- Prioritise maintenance and development work with SMT and coordinate with external suppliers and staff team to execute the agreed tasks.
- Work with external digital and IT suppliers to identify the most effective solutions for digital maintenance and development.
- Monitor and assess progress with external suppliers and report back to SMT and the staff team as required.
- Oversee the testing, quality assurance and signing-off of maintenance and development work with staff and external suppliers.

#### 3. Provide technical support for staff

- Support staff with digital and IT systems and equipment, assessing and troubleshooting problems, implementing technical fixes, advising on improvements to internal processes.
- Support the membership team in answering users' technical queries related to the website and their membership.
- Regularly update digital and IT documentation for reporting purposes and to ensure staff have clear information.
- Provide staff training and induction as necessary.



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#### **4. Data management, reporting and marketing**

- Oversee the management and maintenance of CMS and CRM data, working with relevant staff.
- Support the maintenance of website and membership data including regular data cleaning.
- Provide technical support to help improve digital sales and marketing functions.
- Support the creation of custom searches and reports to provide statistical analysis and feed into evaluation, reporting and business development.

#### **5. General responsibilities**

- Represent the company as appropriate.
- Comply with all company policies and procedures.
- Other duties as reasonably required, commensurate with the level and nature of the role.
- May be required to work unsocial hours, as appropriate and reasonable.



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## Digital Officer – Person Specification

### Knowledge & Experience

#### Essential

- Experience working with CMS and CRM systems.
- Experience setting up and reporting on website analytics.
- Knowledge of common web development practices (version control, pull requests, agile methodologies).
- Experience in project managing digital workflows, prioritisation and effective troubleshooting.
- Programming experience (we use SQL for producing reports from our CRM database and our website uses PHP).
- Good understanding of common security flaws, website accessibility and usability.

#### Desirable

- Knowledge and experience of online community platforms.
- Knowledge and experience of WordPress and CiviCRM.
- Knowledge and experience of digital content production, digital marketing and communications.
- Experience of working in an arts organisation and/or a membership organisation.

#### Skills

- Ability to establish and maintain effective partnerships and professional relationships with staff and external suppliers.
- Team player, effectively managing own time, sharing and prioritising workload within a deadline-based environment.
- Analytical thinking with a logical and inquisitive approach to problem solving.
- Record keeping and attention to detail with methodical approach and persistence.
- Appropriate and effective use of the wide range of communication techniques and virtual platforms available within the company.
- Willing contributor to co-learning and knowledge sharing.



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## Guidance notes for applicants

a-n is committed to being an inclusive employer that welcomes staff members from a wide variety of backgrounds. This guidance is provided to help you apply for one of our vacancies as effectively as possible and to ensure you provide us with all the information we need to see how well you meet the requirements of the job.

Please read these notes carefully before completing your application. If you have any questions, or if you would like to arrange an informal discussion before applying, please contact David Farrow [david.farrow@a-n.co.uk](mailto:david.farrow@a-n.co.uk)

To ensure fairness to all applicants, any decision to shortlist you for interview will be based solely upon the information you supply in your application. We cannot take into account in the selection process any previous knowledge we may have of you.

### Explore the Job Description and Person Specification

The purpose, main duties and responsibilities of the post are set out in the Job Description. The experience, skills and competencies we are looking for in the successful candidate are listed in the Person Specification. It is important that you read all the information in these sections before completing your application as selection will be based on finding the closest match to these requirements.

### Preparing your application

Read through the responsibilities and duties involved in the role you are applying for thoroughly. Ask yourself why you are interested in this role – would it be a good career move for you? Is the move a promotion that would enable you to gain more responsibility or enhance your skills? Or do you see it as an opportunity to broaden your skills and experience?

Think about what evidence you can provide to demonstrate you have the necessary experience, skills and competencies to fulfil the role. Explaining your current (and previous) work to someone else may help you uncover skills you take for granted. You may also want to include voluntary experience, or experience gained through responsibilities outside your work commitments if this is relevant.

It is important to remember those involved in the selection process cannot guess or make assumptions about you. This is your opportunity to tell us specifically why you wish to apply for the job and what makes you a suitable applicant. It is important you provide us with evidence to demonstrate you possess the experience, skills and competencies set out in the Job Description and Person Specification, with specific examples of how you meet the role requirements.

Do not forget to proofread and check for any errors before submitting it to us.

### Completing the application

To apply for this post, please write telling us about yourself and how your experience, ideas and aspirations are suitable for this post, relating them to the Job Description and Person Specification set out earlier in this pack.



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**Applications should be no more than five pages of A4 in total (12 point minimum) and must include a CV of no more than two pages, as well as names and contact details of two professional referees.** (Please indicate if you do not wish us to contact referees prior to interviews.)

This should be emailed to Ellie Clewlow [ellie.clewlow@a-n.co.uk](mailto:ellie.clewlow@a-n.co.uk) as a **single PDF document**. The subject field of your email application should read 'Application for Digital Officer' followed by your name i.e. 'Application for Digital Officer – [Insert name]'

**Please note:** All candidates need to complete our **Equal Opportunities Monitoring Form:** <https://www.surveymonkey.co.uk/r/H5QMQ3Q>

**The deadline for receipt of applications is 12noon on Thursday 25 November 2021.**

If relevant, please also include a **Guaranteed Interview Form** [www.a-n.co.uk/asset/guaranteed-interview-form](http://www.a-n.co.uk/asset/guaranteed-interview-form) with your application. (We guarantee to interview anyone with a disability whose application meets the minimum criteria for the post).

If for reasons of disability you wish to respond in an alternative format, please contact Ellie Clewlow [ellie.clewlow@a-n.co.uk](mailto:ellie.clewlow@a-n.co.uk).

### **Shortlisting**

Applications not in PDF format, or longer than five A4 pages (including the max two-page CV) will not be considered.

When shortlisting we will assess how closely your application meets the criteria set out in the Job Description and Person Specification. We will look for specific evidence that you possess the experience, skills and competencies required for the job. Unless you have provided specific evidence, supported by relevant examples, you are unlikely to be shortlisted.

You will be notified whether you have been shortlisted for interview or not via email by end of Friday 26 November 2021.

### **Interviews**

Interviews will be held **online via Zoom** in the week commencing **Monday 29 November 2021**.

If you are shortlisted we will email you to invite you to attend an interview with details of the time, interview panel and format, including whether you need to prepare anything in advance for the interview. If you have a disability and need any adjustments to be made in order for you to participate in the selection process, please contact us immediately on receipt of your interview invitation to discuss this so we can accommodate your needs.

In some instances, we may ask applicants for a second interview.



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### Offers

All offers to work at a-n are made subject to proof of satisfactory employment references. Please include full details of at least two referees we can contact, one of whom must be from your most recent place of employment. If you were not in employment during part of the last 3 years, we will also ask you to verify details of your activity (e.g. academic, volunteering, travelling etc).

Good luck with your application, and thank you for your interest in working for a-n.

### Data Protection

a-n has a legitimate interest in collecting and storing the personal data that you and your referees provide during the recruitment process. For further information on how we use your data, please see our [Recruitment Privacy Policy](#).



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