

INSTITUTE OF CONTEMPORARY ARTS (ICA): JOB DESCRIPTION

About the Institute of Contemporary Arts

For 75 years, the ICA has used its buildings and platform to celebrate the arts, influence culture, and bring people together to share radically progressive ideas. As we face some of the most complex ecological, economic and social-justice challenges ever seen, both nationally and globally, the ICA's critical approach is needed more than ever. Over seven decades, the ICA has staged numerous ground-breaking exhibitions, legendary concerts, and its cinema continues to be a major voice in independent film. Today, our programme – across exhibitions, performance, cinema and film, theatre, music, architecture, design – is dedicated to issues of racial justice, social justice, and the championing of voices at the forefront of progressive culture.

About the Role

As the Digital Manager, you'll be responsible for managing the ICA's website.

The Digital Manager will lead the strategic development of the digital roadmap for our website, in line with organisational objectives. They are also responsible for implementing the roadmap and providing dedicated project management expertise to deliver projects commissioned across the organisation on time, within budget and according to the agreed scope. Part of the role is also to ensure that our digital infrastructure provides a secure and flexible base, enabling our website to play a critical role in delivering audience growth.

Job Description					
Job Title	Digital Manager	Salary	£35,000 (pro rata'd to 4 days per week)	Contract length	Permanent/part time
Line Manager	Head of Communications			Hours per week	4 days per week
Team & Department	Communications Team	Position is responsible for	Development Roadmap & Freelance Web Developer	Location	London (+flexible remote working)
Main Purpose of job	Leads on the delivery of strategic plans to raise the ICA's profile, reach and income through the website, and ensures digital channels meet organisational needs.				
Job scope	Responsible for maintaining the website, developing web strategy, plans, capacity and reporting to increase online income and engagement through the website.				

Decision making & level of authority	Manages own workload and produces content for ICA's website. Responsible for developing and delivering our digital roadmap and managing freelance web developers to deliver updates to the website when needed. Reports regularly on analytics to Head of Communications and uses data-driven decision making to drive growth.		
Duties & Key Responsibilities		% of time spent on this task (approx.)	
Manage the website, including liaising with external agencies/freelancers and ICT on security; develop and manage digital roadmap; oversee technical website development and CRM; ensure content and site structure optimised toward engagement and conversion		45%	
Manage the entire on-sales process for the ICA's exhibition, film, live and digital programme via Cinema 3 (the ICA's online programme); manage relationships with Box Office and curatorial staff to ensure tickets and webpages go live consistently on-time and are clear, coherent and optimised toward conversion.		25%	
Monitor site performance and goal tracking using Google Analytics, reporting on performance and applying insight and learnings to future decision making.		15%	
Develop and deliver web strategy, as part of the wider Communications & Membership strategies; set stretching digital communications and fundraising KPIs, implement regular analysis and develop testing and user journeys.		10%	
Contribute to the development of the wider Communications team annual plans and strategy; support and share skills with wider team; train and support ad hoc digital volunteers.		5%	
Responsible for recognising the importance of taking care of own well-being Compliance with organisational policies and practices, and attendance at mandatory training.			
Person Specification			
Knowledge & Qualifications	Desirable	Essential	Method of assessment
Intermediate knowledge of HTML and CSS; advanced knowledge of CMS administration		×	
Knowledge of the ICA and enthusiasm for its programme		×	Application and interview

Knowledge of UK arts, culture and film industries	×		Application and interview
Specialist qualification in relevant area e.g. digital marketing	×		Application and interview
Skills & Experience for this role	Desirable	Essential	Method of assessment
Experience working in arts, culture, cinema, museum or charity sectors		×	
Experience of project managing integrated multi-channel digital campaigns with ambitious targets, from planning through to evaluation, and experience of all key channels (web, social, email, advertising)		×	Application and interview
Experience of website management and developing content		×	Application and interview
An effective communicator in both oral and written English; writes in a succinct, structured way and is able to communicate complex issues clearly to non-specialist audiences; a confident copy writer and editor of own work		×	Application and interview
Proven experience of delivering significant growth in digital engagement, income and donor acquisition		×	Application and interview
Strong technical skills, able to debug landing pages, explain an API to colleagues; good data analysis skills for reporting, experienced in Google Analytics, segmenting, improving processes, spotting trends, and implementing learnings; proficient use of business IT systems including Excel, Word, PowerPoint and databases		×	Application and interview
Highly proactive and organised, able to manage and prioritise a busy workload of multiple digital projects, KPIs and stakeholders to deadline with consistent quality		×	Application and interview
Team player, establishes good working relationships and works confidently with a range of professionals		×	Application and interview
Experience of promoting a membership or subscription scheme	×		Application and interview

Previous experience of using Adobe Suite, Dot Digital, Spektrix and website CMS systems	×		Application and interview
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