

<b>Role:</b>	Digital Engagement Officer
<b>Reports to:</b>	Access & Interpretation Manager
<b>Salary:</b>	Grade 5 SCP 15-17 £30,024 - £31,022 (Pay Award pending)
<b>Contract:</b>	Fixed term to March 2028, full-time, 37 hours per week, office based. The post is grant funded through the <a href="#">Arts Council Let's Create</a> strategy

### Purpose of the role

This is a fantastic opportunity to work on site with the creative Cultural Services team at Falmouth Art Gallery, a community focussed cultural venue based in Falmouth's historic Municipal Building.

Duties will include creative digital engagement, managing online platforms & digital assets, and fostering meaningful connections between the Gallery, artists and the community.

The role supports delivery and optimisation of digital systems, processes and functions at Falmouth Art Gallery.

### Duties and responsibilities

#### Community engagement

1. Using digital tools and assets to connect with diverse audiences, including young people, schools, local artists, and underrepresented groups.
2. Being responsible for online interaction and community building to strengthen engagement, foster relationships, and grow the organization's digital presence
3. Supporting online learning initiatives, virtual tours, and interactive experiences.
4. Encouraging and managing online community participation, feedback, and user-generated content.

#### Digital content & marketing

5. Creating engaging digital content (e.g. app content, images, video, podcasts, blogs) to promote exhibitions, events, and community initiatives.
6. Implementing targeted digital marketing campaigns to increase visitor numbers and participation.
7. Developing and maintaining the Gallery's website, social media channels, and email newsletters in conjunction with the gallery marketing team.
8. Staying up to date with the latest digital technologies and social media trends and working with the Council's Communications Manager to identify trends and vibes.

#### Collections & exhibitions

9. Providing operational support to the collections team for collection management systems and associated digital workflows, contributing to their ongoing development and improvement.
10. Collaborating with curators, artists and the Gallery team to produce digital interpretation materials for exhibitions
11. Working with IT and digital asset providers to procure, set up and manage digital exhibition assets

#### Visitor services

12. Live-streaming or recording artist talks, workshops, and special events.

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13. Developing hybrid engagement opportunities that blend in-person and online participation.
14. Setting up and supporting e-commerce systems (e.g Shopify), integrated ticketing systems and automation platforms & tools.

### Collaboration & administration

15. Working with the Council’s Communications Manager to ensure published content and digital strategies are compliant with agreed corporate branding and accessibility guidelines.
16. Working with colleagues to contribute to the development and implementation of a strategic digital engagement plan for the Gallery.
17. Preparing coherent digital campaign reports using data analysis tools to demonstrate return on investment and to inform digital engagement priorities.

### General

1. Undertaking all duties in accordance with Council Policies, in particular those relating to Data Protection, Information Security, Financial regulations, Customer Care and Equal Opportunities.
2. Undertaking any duties regarding health, safety and wellbeing at work.
3. Undertaking any relevant training.
4. Being aware of your responsibility under Health & Safety law, taking reasonable care of yourself, your colleagues, other contractors and members of the public at all times whilst at work.
5. Undertaking risk assessments, complying with safe systems of work and actively promote a safety culture within the workplace.
6. Always represent and promote the service and the Council positively.
7. Carry out any other such duties as may be required by the Council from time to time, commensurate with the grade of the post.

### Person specification

Criteria	Essential	Desirable	Assessment method
<b>Experience and knowledge</b>	<p>Knowledge and experience of digital engagement concepts and principles</p> <p>Experience of developing innovative digital engagement campaigns within a cultural/ heritage environment</p> <p>Proven experience of planning, implementing and evaluating successful digital engagement plans</p>	<p>Experience of working with the media</p> <p>Experience in audio/visual production</p> <p>Experience of working with third-party suppliers and creative agencies</p> <p>Experience of implementing and supporting relevant digital systems and platforms</p>	<p>Application form</p> <p>Interview</p>

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		<p>Experience of procuring relevant digital assets and hardware</p> <p>Knowledge or experience of local government and its place supporting the local community</p> <p>Understanding of cultural/heritage sector digital engagement environment</p>	
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Criteria	Essential	Desirable	Assessment method
<b>Personal attributes</b>	<p>High level of motivation</p> <p>Ability to organise and prioritise workloads to meet deadlines</p> <p>Good work ethic and ‘hands on’ approach</p> <p>Flexible &amp; adaptable attitude</p>	<p>Passion for the arts, culture, and community engagement</p>	<p>Application form</p> <p>Interview</p>

Criteria	Essential	Desirable	Assessment method
<b>Skills and abilities</b>	<p>Excellent interpersonal and customer care skills</p> <p>Excellent copywriting, editing and proofreading skills</p> <p>Excellent design and brand skills.</p> <p>Excellent IT skills including relevant knowledge of web content management systems</p> <p>Ability to work effectively and proactively on their own initiative and as part of a small team</p> <p>Diplomatic and able to deal with concerns in a professional and pro-active manner</p>	<p>Interest in developing innovative digital experiences (e.g. AR/VR, interactive displays)</p> <p>Creative and innovative audio visual skills</p>	<p>Application form</p> <p>Interview</p>

Criteria	Essential	Desirable	Assessment method
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<b>Education and training</b>	English and Mathematics GCSE or equivalent  Commitment to continuing professional development	Relevant digital technology and/or marketing qualification	Application form
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<b>Criteria</b>	<b>Essential</b>	<b>Desirable</b>	<b>Assessment method</b>
<b>Special circumstances</b>	Willing to work out of hours when required, including evenings and weekends  Ability to travel to meet the requirements of the role		Application form