

Job Description & Person Specification

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

Purpose of the role

This is a fantastic opportunity to join the creative Cultural Services team at [Falmouth Art Gallery](#), a community focussed cultural venue based in Falmouth's historic Municipal Building.

Duties will include supporting staff in the development and delivery of 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 new and existing digital systems, processes and functions at Falmouth Art Gallery.

Duties and responsibilities

Community engagement

1. Facilitate digital connection with diverse audiences, including young people, schools, local artists, and underrepresented groups.
2. Use digital tools to empower online interaction and community building and foster relationships, which grow the organization's digital presence.
3. Enable online learning initiatives, virtual tours, and interactive experiences.
4. Design and lead online community participation, feedback, and user-generated content.

Digital content & marketing

5. Utilise multichannel digital content pathways (e.g. app content, images, video, podcasts, blogs) to promote exhibitions, events, and community initiatives.
6. Design, deliver and evaluate targeted digital marketing campaigns to increase visitor numbers and participation.
7. Maintain and improve the Gallery's website, social media channels, and email newsletters in conjunction with the gallery marketing team.
8. Deploy tactics that exploit emergent digital technologies and social media trends and work with the Council's Communications Manager to stay on brand and relevant to target audiences.

Collections & exhibitions

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

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Visitor services

12. Produce high quality live-streaming or recording artist talks, workshops, and special events.
13. Support ongoing integration with e-commerce solutions and services (e.g Shopify), and other automation platforms & tools.

Collaboration & administration

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

General

1. Undertake all duties in accordance with Council Policies, in particular those relating to Data Protection, Information Security, Financial regulations, Customer Care and Equal Opportunities.
2. Undertake any duties regarding health, safety and wellbeing at work.
3. Undertake 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. Undertake 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
Experience and knowledge	Experience of implementing and supporting relevant digital systems and platforms in a busy multichannel ecology Experience of developing innovative digital engagement campaigns within a commercial/cultural/ heritage environment Proven experience of planning, implementing and evaluating successful digital engagement plans	Experience in audio/visual production Experience of working with third-party suppliers and creative agencies Experience of procuring relevant digital assets and hardware Knowledge or experience of local government and its place supporting the local community	Application form Interview

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		Understanding of cultural/heritage sector digital engagement environment	
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Criteria	Essential	Desirable	Assessment method
Personal attributes	High level of motivation Ability to organise and prioritise workloads to meet deadlines Good work ethic and 'hands on' approach Flexible & adaptable attitude	Passion for the arts, culture, and community engagement	Application form Interview

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

Criteria	Essential	Desirable	Assessment method
Education and training	English and Mathematics GCSE or equivalent Commitment to continuing professional development	Relevant digital technology and/or marketing qualification	Application form

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Criteria	Essential	Desirable	Assessment method
Special circumstances	Able to work flexibly outside normal hours when required, including occasional evenings, weekends, and one Saturday in every five. Ability to travel to meet the requirements of the role		Application form