



# JOB DESCRIPTION.

<b>JOB TITLE</b>	<b>Head of Digital</b>
<b>REPORTS TO</b>	<b>Director of Audiences</b>
<b>DIRECT REPORTS</b>	<b>Interim Digital Lead</b>
<b>DEPARTMENT</b>	<b>Digital</b>

---

## BACKGROUND

We celebrate Shakespeare's transformative impact on the world by conducting a radical theatrical experiment. Inspired and informed by the unique historic playing conditions of two beautiful iconic theatres, our diverse programme of work harnesses the power of performance, cultivates intellectual curiosity and excites learning to make Shakespeare.

The newly reorganised Audiences Department includes the Marketing and Digital teams, as well as Press/PR, Ticketing and Sales, Retail and Visitor and Audience Operations. They all own the customer journey from start to finish and strive to be insight driven, customer focused and digital first in approach.

Responsible for demanding revenue targets across everything we do and reaching the widest possible global audience onsite and online, we are an innovative, collaborative and creative team. Working closely with producing, education and development we build customer loyalty and diversify our live and digital audiences by creating innovative design and content to engage them and stand out. We are results oriented and measure, test and learn as we try new ideas.

The Digital team includes a Digital Product Development team and a Content Production team. They work together to deliver shared audience and revenue targets for the whole organisation.

The Audiences department will help achieve objectives through:

- **Audiences** - understand and deliver relevant information to our current and potential audiences
- **Revenue** - increase and maximise income from all areas of the business
- **Acquisition** - set cross year audience targets for underrepresented audience groups
- **Retention** - increase loyalty and engagement
- **Brand** - the Globe is a place of radical excellence

## PURPOSE OF JOB

Lead a multidisciplinary team across infrastructure and content whilst maintaining, optimising and innovating across digital platforms and infrastructures. Lead the content proposition and strategy to best profile the work of Shakespeare's Globe and maximise commercial opportunities through digital activity.

## PRINCIPAL RESPONSIBILITIES

### Brand Model

Use the Globe's brand model to aid decision-making. Ensure that everything that we do is consistent with the brand using the four elements: Shakespeare for All, Curiosity and Learning, Our Unique Spaces and Performance to support the Cause.

## **Business or Creative Planning**

Creating and implementing short and longer-term business, financial and or creative plans that ensure the Globe sustainably achieves its strategic, financial, cultural and charitable aims whilst adhering to our Cause and Brand Model.

### **Team Leadership:**

- Work holistically and collaboratively with colleagues in the Audiences directorate to develop a joined-up approach to campaigns and engagement.
- Deliver on shared revenue and audience targets.

### **Design and Brand:**

- Develop and implement an innovative and effective digital strategy for the organisation; across content, distribution and infrastructure ensuring the communication of the Globe brand story and driving audience engagement and revenue.
- The role spans four key areas; Digital Innovation, Website, Content and Reporting, ensuring the Globe has the strongest operational infrastructures in place whilst taking a forward-looking approach.
- Manage the technical support, operations and maintenance of existing digital platforms and infrastructure.
- Develop a digital roadmap for innovation across the Globes digital platforms and products.
- Prioritise robust, efficient and secure digital infrastructure.
- As Head of Digital, keep abreast of the changing digital landscape, proactively identifying opportunities to learn from new innovations or best practice examples.
- Manage external relationships and agencies.

### **Audience Strategy:**

- Work closely with the Head of Marketing on the audience strategy, marketing integration and content strategy.

### **Audience Data and Insight:**

- A leader for data-led decision making across the department and organisation.

### **Customer Journey:**

- Prioritise the online customer journey; ensuring this is optimised across all platforms to drive maximum conversions.

### **Content production:**

- Work with the Senior Content Producer to develop a content strategy which links directly back to organisational objectives, audience and revenue targets.

## **Financial Management**

Be responsible for day-to-day budgetary management including regular review of revenue and costs in keeping with the annual departmental plans and wider business planning process.

## **People**

Actively promote and champion the Globe's long-term people plan whilst supporting others in your department and direct reports to implement new ways of working and cultural change to ensure these become embedded across the organization.

In partnership with the HR department, be responsible for all elements of the employee lifecycle within your areas of responsibility and that these are consistent with the People Plan and Globe policies. These should include: departmental structures and succession planning, vacancy management, job description review, recruitment and selection, probation and regular performance reviews, annual appraisal and development plans; support for training and development activity and employee welfare to attain consistent and positive employee experiences across the Globe.

### **Diversity & Inclusion**

Champion the Globe's ambition and strategy to achieve a diverse workforce that better reflects all of society and the community in which we operate.

Actively support the Globe's ambition to achieve an inclusive culture by practicing inclusive leadership, offering two-way communication that provides all employees with a voice, recognises individual contribution and respects difference.

### **PERSON SPECIFICATION**

- Demonstrable senior experience of running complex website(s) and providing digital channel management.
- Experience in developing and designing a customer experience strategy.
- Digital product design and development expertise to integrate digital first and user-centred design into team behaviour and build agile digital products.
- Customer-centric approach to digital optimisation – with experience in using consumer and data insights and adept with using web analytics to drive change.
- A deep understanding of the role content plays in creating experiences and is expert in identifying, developing/sourcing and curating content of all types.
- Excellent understanding of digital technologies and experience of identifying, sourcing and delivering new technologies to improve customer experience and drive growth.
- Proven experience of managing relationships and contracts with a range of partners and suppliers.
- Ability to plan and prioritise duties and responsibilities whilst working to tight deadlines.
- Exceptional communication skills, particularly to communicate technical solutions and their benefits.
- Experience in team management and motivation with a demonstrable drive to sustain a first-class operation.

### **Embodies these essential Globe ways of working:**

- Committed to the principles of equality, diversity and anti-racism and able to implement these within all areas of work.
- Supportiveness to others.
- Thoughtfulness, reflecting, and problem solving.
- Influencing and communicating with others.
- Delivering output.

The post holder must at all times carry out their responsibilities with due regard to Shakespeare's Globe's Policies and Procedures.

### **RECRUITMENT INFORMATION AND TERMS AND CONDITIONS**

**Permanent / Full Time (happy to talk flexible working)**

[A full set of terms and conditions will be supplied with a contract of employment]

**Hours:** 35 hours per week exclusive of lunch breaks. Additional hours at evenings and weekends may be required for which time in lieu may be granted. There are no extra payments for additional hours worked.

- Salary:** £49,000 per annum from 1 November 2021  
Globe staff are all working with a 10% salary reduction until October 2021
- Holiday:** The annual holiday leave is 25 days pro-rata per calendar year plus Bank Holidays.
- Benefits:** Discount in the Globe shop and onsite restaurants/cafes; free entry to selected shows, events and activities, access to our free employee assistance programme via phone line and website; family friendly policies including enhanced maternity and shared parental leave pay; season ticket loans available; eye test scheme; flu vaccination scheme; cycle to work scheme; Littlebird exclusive discount; enhanced employer pension contributions after 12 months service.

**This job description is not a contract but is provided for an employee's guidance on the way in which the duties of the post are to be carried out. The content of the job description may change from time to time and the employee will be consulted over any substantial changes.**

**As a term of employment you may be required to perform work not specifically mentioned above commensurate with the scope of your role within Shakespeare Globe Trust.**