

JOB DESCRIPTION.

JOB TITLE	Digital Manager
REPORTS TO	Head of Digital and Data
DIRECT REPORTS	Digital Officer, Tessitura Officer
DEPARTMENT	Audiences – Digital and Data

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 accessible to all.

The Audiences directorate includes the Digital and Data team as well as Marketing, Press/PR, Ticketing and Sales, Retail and Audience and Visitor Operations.

The Digital and Data team is responsible for the Globe's digital products; our strategic use of audience and visitor data; and our approach to integrated customer journeys across all touchpoints. Alongside the rest of the Audiences directorate, we champion an audience-first approach across the organisation and work to build customer loyalty whilst diversifying our live and digital audiences.

PURPOSE OF JOB

The Digital Manager leads the management of the Globe's digital platforms including our website, our video-on-demand platform (Globe Player) and our online shop.

Working closely with the Head of Digital and Data, they will support the continued innovation of our digital ecosystem in line with our Digital strategy and ambitions, whilst ensuring our existing systems allow the organisation to deliver against ambitious revenue and audience targets. They will also oversee the management of our CRM system, ensuring it is effectively utilised across the organisation.

PRINCIPAL RESPONSIBILITIES

Digital Product Management

- With the Head of Digital and Data, develop a roadmap for innovation and development across the Globe's digital, web and CRM platforms to deliver the organisation's digital vision and strategy.
- Project manage the discovery, delivery and ongoing management of web and digital product projects, ensuring that products deliver on requirements for the organisation and audiences.
- Ensure the continual maintenance and development of the Globe's website, microsites, apps and third-party integrations; ensuring optimised functionality and prioritising user experience to maximise revenue and conversion.
- Collaborate with the Head of Retail and the Ecommerce Coordinator to develop the Globe's online shop and maximise retail conversions.

- Oversee the maintenance, development and day-to-day support of our CRM system (delivered by the Tessitura Officer), ensuring the system is utilised effectively across the organisation.
- Manage the technical support, operations and maintenance of existing digital platforms, liaising with Shakespeare's Globe IT support and partners on issues around hosting and technical infrastructure.

Analytics and Reporting

- Support and champion data-led decision making across the organisation, ensuring KPIs are consistently tracked, and data feedback loops are built into workflows to inform future developments.
- Monitor and optimise our web analytics platforms (including Google Analytics 4 and Hotjar) and oversee the creation of regular and ad hoc reports to drive improvements across our digital products.
- Manage any user testing of the Globe's digital products, ensuring that feedback is used to steer future developments.
- Collaborate with the Data and Insights Manager to ensure a consistent approach to data analysis and build a unified understanding of user and customer behaviour.

Customer Journeys

- In collaboration with the Customer Journey Manager, optimise the online customer journey to increase conversions, drive retention and deliver a consistent experience across all touchpoints.
- Prioritise customer engagement across our digital products, exploring opportunities to enhance the experience through deeper integration with our CRM system and other digital products.

Team Leadership and People

- Work holistically and collaboratively with colleagues in the Audiences directorate to develop a joined-up approach to customer engagement.
- Manage, support and coach the Digital Officer and Tessitura Officer, prioritising their development.
- 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 practising inclusive leadership, offering two-way communication that provides all employees with a voice, recognises individual contribution and respects difference.

PERSON SPECIFICATION

- Demonstrable experience of running complex e-commerce websites with experience of Content Management Systems, CRM databases and ESPs.
- Project management expertise to develop user-centred, agile digital products.
- Experience of adopting a customer-centric approach to digital optimisation – with experience in using qualitative and quantitative data insights and adept with using web analytics to drive change.
- Excellent understanding of digital technologies and experience in delivering new technologies to improve customer experience and drive growth.
- Strong understanding of analytical and optimisation tools, adept at utilising data to deliver change.
- 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 managing and supporting a multi-disciplinary team 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.

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

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 meal 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:	£35,000-£38,000 per annum
Holiday:	The annual holiday leave is 25 days 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; My Globe Perks rewards platform 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.