



The
 Fitzwilliam
 Museum
 CAMBRIDGE



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

Digital Content Manager

Salary: Grade 7

£34,866- £45,163

Contract:

Permanent

Location:

Cambridge

Department:

Fitzwilliam Museum

Responsible to:

Head of Digital Content

Working Pattern:

Full Time

Purpose of the role

The Digital Content Manager is a key new role in a new team within the Audiences and Brand directorate, managing all of the Museum's digital platforms, channels and outputs including websites, social media and e-news campaigns, as well as in-exhibition digital content. The Digital Content Manager will work with the Head of Digital Content on the development and implementation of new digital content and social media strategies, supporting the Museum's audience development ambitions through the management of a content commissioning framework, nurturing a growing network of key external delivery partners, editing of digital copywriting, reporting and more.

The Digital Content Manager will report directly to the Head of Digital Content and will be responsible for managing the Digital Content Producer.



Main duties and responsibilities

1	Strategically plan, develop and deliver innovative, creative, accessible and inclusive content for our website and social media platforms in response to our exhibitions, collections, conservation, research and more, as well as our audience development aims. Nurture existing relationships with key external delivery partners such as animators, videographers and designers and expand this network.
2	Build on our existing digital content strategy prioritising partnerships with diverse and varied voices from outside of the University and Museum network, across the broader cultural spectrum. Commission strategic partnerships to increase reach, drive engagement, enhance our reputation and brand positioning, and maintain a network of channels that embrace a multiplicity of voices and interpretations
3	Plan and supervise all major film and photographic projects, as well as overseeing others. Alongside the Digital Content Producer, ensure that all content creation is successfully arranged, communicated and delivered safely and responsibly. Liaise interdepartmentally with all relevant teams as needed.
4	Line-manage the Digital Content Producer (FT). This role is effectively supporting the digital team across all areas – website, content commissioning and creation, social media and e-news. Delegate tasks and responsibilities as appropriate – supervise, review and edit their work.
5	Support the Head of Digital Content to develop a new social media strategy and KPI's to focus our ambitions and achieve our audience development goals.
6	Alongside the Head of Digital content, the Digital Content Manager is responsible for managing, monitoring and updating allocation of funds from a sizable annual budget as well as smaller special projects.
7	Supported by the digital content producer, oversee the day-to-day management of the Fitzwilliam's social media channels and website. Tasks include managing the content calendar, publishing and moderating social media content in line with our social media and comment management policies, brand identity and TOV, and publishing, editing and auditing web content and fixing issues as they arise alongside our external web development team.
8	Develop and implement a useful and insightful reporting framework and schedule to be shared with senior management about our website – using G4A Google Analytics – and social media – using Sprout Social. Compile data-generated insights alongside qualitative interpretation to inform our digital content and social media strategies. Translate and present campaign reports into actionable insights for teams, projects and processes.
9	In discussion with the Head of Digital Content, manage the web support retainer with our external web development team, as well as strategically plan, develop and deliver additional projects to improve the site's look and feel, accessibility and performance.
10	Working closely with our marketing colleagues, the Digital Content Manager – supported by the Digital Content Producer – is responsible for planning, scheduling and editing on-brand, on-tone and engaging e-newsletters.
11	Alongside the Head of Digital Content, lead on the development of a brand and audiences planning calendar which encompasses the breadth of the teams' communications, marketing and digital output in response to the Museum's programming activity.
12	Work closely with internal teams to strengthen interdepartmental relationships and ensure their interests are optimally represented across the website and social media according to audience need. For example, support the Image Library, Collections and Documentation teams with our online collections resource, support our CRM and Membership teams with Tessitura and ticketing processes to provide a seamless brand experience for visitors, and connect with our IT and Operations teams to ensure our website is functioning and its content up to date.

Person Specification

Criteria	Essential	Desirable
Qualifications		
Relevant undergraduate degree, or equivalent experience	✓	
Skills		
Creative flair and ability to support idea generation for digital content and functionality	✓	
Data analysis and reporting skills	✓	
Copywriting and editing skills, with close attention to detail	✓	
Excellent interpersonal skills with the ability to build strong relationships with colleagues, key stakeholders and external partners	✓	
Strong communication skills	✓	
Organisational and planning skills, with the ability to manage multiple priorities to deliver projects on time, on budget and to a high standard	✓	
Storytelling skills	✓	
Experience with video editing and photo editing tools (native TikTok and Instagram publishing tools)		✓
Experience working with video editing and photo editing tools such as Adobe Premiere, Photoshop and Lightroom.		✓
Experience		
Extensive experience working with websites and digital content management systems	✓	
Experience managing and growing organisational social media channels of significant scale	✓	
Experience using website reporting software such as Google Analytics G4A	✓	
Experience using social media scheduling and reporting software such as Sprout Social	✓	
Experience commissioning and editing digital content	✓	
Extensive experience in digital copywriting and editing, ensuring content is on-tone and on-brand for relevant audiences.	✓	

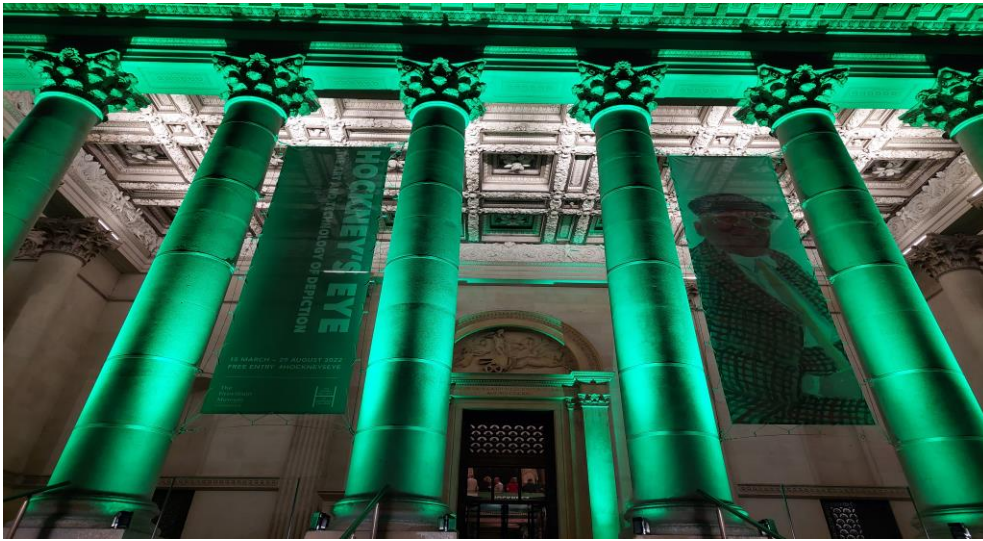
Experience of creating accessible content in response to diverse audience needs.	✓	
Experience filming and producing short form, social-first video content	✓	
Experience managing and supervising photography and filming shoots	✓	
Experience planning and delivering complex digital campaigns to deadline	✓	
Experience managing a budget		✓
Experience of working in response to an audience development strategy		✓
Experience working with key external delivery partners	✓	
Experience line managing and mentoring junior colleagues		✓
Experience and knowledge of the wider digital landscape, not just in the arts and museum sector		✓
Experience working in a museum, gallery, arts or heritage organisation	✓	
Additional Requirements		
Ability and willingness to occasionally travel in the UK and internationally, and to occasionally work flexible hours depending on project and programme needs.	✓	

Our Working Together Agreement

The Fitzwilliam Museum is committed to fostering a positive workplace culture, and our Working Together Agreement was coproduced by staff to describe our desired ways of working together. We use these as a set of internal values, behaviours and professional expectations.

- People are our priority, and we look after each other
- We are friendly, considerate and kind to each other, in person and in writing
- We go out of our way to help each other
- We consider the impact of our actions and decisions
- We celebrate and value diversity
- We give and receive feedback with generosity
- We strive to be great at what we do
- We are interested in listening and learning from each other
- We respect and trust each other's diverse experience and expertise and make space for collaboration
- We spend time together face-to-face to build strong relationships
- We are open and transparent about our work
- We are open to change and growth
- We communicate with focus and purpose in a range of ways
- We set clear work boundaries, negotiate constructively and are accountable for our work and behaviour

The Fitzwilliam Museum



The Fitzwilliam Museum was founded in 1816 and opened to the public in 1848. Today, it houses over half a million artworks and objects, spanning over ten thousand years, principally from Europe, North Africa and Asia. The Museum has an international reputation for excellence in research, exhibitions, learning and public engagement. As well as being the principal museum of the University of Cambridge, the Fitzwilliam is one of the largest cultural providers in the region, welcoming over 500,000 visitors a year. It is also the lead partner of the University of Cambridge Museums (UCM), the Arts Council National Portfolio Organisation consortium of the University Museums and the Botanic Garden.

About the Audiences and Brand Team

The Audiences and Brand team is responsible for building audiences, growing the Museum's visibility, reach and engagement, and cultivating relationships regionally, nationally and globally that are meaningful, relevant and impactful.

The division encompasses a wide range of key functions including CRM, Audience Insight, PR, Marketing, Digital, Interpretation, Membership and Individual Giving and Internal Communications.

Terms of Appointment

Tenure and probation

Appointment will be made on a permanent basis.

Appointments will be subject to satisfactory completion of a six month probationary period.

Hours of Work and Working Pattern

The hours of work for the position are 37 hours per week, working Monday – Friday.

Pension

You will automatically be enrolled to become a member of USS (Universities Superannuation Scheme) – a hybrid pension scheme. For further information please visit: www.pensions.admin.cam.ac.uk/.

Annual leave

Full time employees are entitled to annual paid leave of 41 days inclusive of public holidays. For new part-time employees, annual leave will be pro rata'd based on days worked.

General information

Pre-employment checks

Right to work in the UK

We have a legal responsibility to ensure that you have the right to work in the UK before you can start working for us. If you do not have the right to work in the UK already, any

offer of employment we make to you will be conditional upon you gaining it.

Health declaration Once an offer of employment has been made the successful candidate will be required to complete a work health declaration form.

Qualifications

The person specification for this position lists qualifications that are essential and/or desirable. Please note that if you are offered the post you will be asked to provide your relevant original certificates of these qualifications.

References - offers of appointment will be subject to the receipt of satisfactory references.

Screening Checks:

This role requires a basic Disclosure and Barring Service (DBS) Check. Any offer of employment we make to you will be conditional upon the satisfactory completion of this/these check(s); whether an outcome is satisfactory will be determined by the University.

Equality and Diversity

We particularly encourage women and /or candidates from a Black, Asian and Minority Ethnic background to apply for this vacancy as they are currently under-represented at this level within our University.

(Please see relevant guidance before inclusion: <https://www.hr.admin.cam.ac.uk/recruitment/equality-law-and-recruitment/exceptions-equality-law/positive-action>)

Information if you have a disability

The University welcomes applications from individuals with disabilities. We are committed to ensuring fair treatment throughout the recruitment process. We will make adjustments to enable applicants to compete to the best of their ability wherever it is reasonable to do so and, if successful, to assist them during their employment.

Information for disabled applicants is available at <http://www.admin.cam.ac.uk/offices/hr/staff/disabled/>

We encourage you to declare any disability that you may have, and any reasonable adjustments that you may require, in the section provided for this purpose in the application form. This will enable us to accommodate your needs throughout the process as required. However, applicants and employees may declare a disability at any time.

If you prefer to discuss any special arrangements connected with a disability, please contact, the Department Administrator, who is responsible for recruitment to

The University

The University of Cambridge is one of the world's oldest and most successful universities. We are a renowned centre for research, education, and scholarship that makes a significant contribution to society. The University is consistently ranked amongst the top universities in the world. Our affiliates have won more Nobel Prizes than any other University.

Our sustained pursuit of academic excellence is built on a long history of world-leading teaching and research within a distinctive collegiate system. For eight centuries our ideas and innovations have shaped the world. Our principal goal is to remain one of the world's leading universities in an increasingly competitive global higher education sector. Today the University of Cambridge is at the centre of a cluster of over 4,300 businesses employing 58,000 people.

Our capital investment projects include academic and commercial growth at both the West Cambridge Innovation District, and the Biomedical Campus in the south of the city. Eddington, in North West Cambridge, is a mixed-use development including key worker housing for staff, a community centre and a new primary school, managed by the University. Through these projects, the University is deeply embedded in, and committed to serving, our local community. These are all conspicuous signs of a University that is not only adapting to new needs, but also anticipating the future.

Our mission is to contribute to society through the pursuit of education, learning, and research at the highest international levels of excellence. Our core values are:

- freedom of thought and expression; and
- freedom from discrimination.



About Us

The University is one of the world's leading academic centres. It comprises 150 faculties and departments, together with a central administration and other institutions. Our institutions, museums and collections are a world-class resource for researchers, students and members of the public representing one of the country's highest concentrations of internationally important collections.

The University has an annual income of £2 billion. Research income, won competitively from the UK Research Councils, the European Union (EU), major charities and industry, exceeds £500 million per annum and continues to grow.

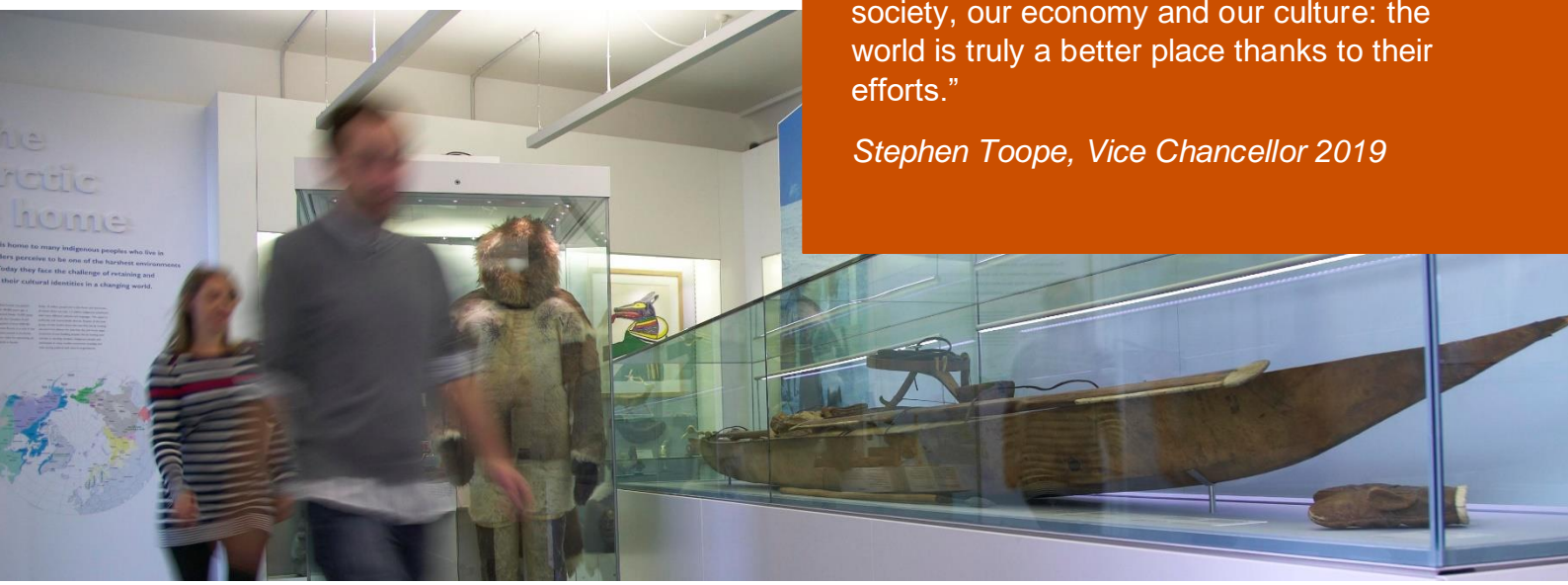
The Colleges and the University remain committed to admitting the best students regardless of their background and to investing considerable resources both in widening access and financial support. The 31 Colleges are self-governing, separate legal entities which appoint their own staff. Many academic staff are invited to join a College as a Teaching Fellow, which provides a further social and intellectual dimension. The Colleges admit undergraduate students, provide student accommodation and pastoral support and deliver small group teaching for undergraduates.

The University awards degrees and its faculties and departments provide lectures and seminars for students and determine the syllabi for teaching.

Our instinct for seeking out excellence and setting up enduring and mutually beneficial collaborations has led us to establish strategic partnerships across the globe. Whether it is the successful Cambridge-Africa Programme involving universities in Ghana, Uganda and elsewhere on the African continent; or the close association with the government of India to pursue new research in crop science; or the creation, with Germany's Max Planck Institutes, of a Cambridge-based centre for the study of ethics, human economy and social change – international partnerships are now an inextricable part of the University's make-up.

“Cambridge graduates and researchers have made – and continue to make – a colossal contribution to human knowledge and the understanding of the world around us. Their work touches on the lives and livelihoods of everyone from patients diagnosed with life-threatening diseases, to residents of areas critically affected by climate change, to children growing up in conflict zones. It has a lasting impact on our society, our economy and our culture: the world is truly a better place thanks to their efforts.”

Stephen Toope, Vice Chancellor 2019



Working at the University

Working at Cambridge you will join a diverse, talented and innovative community, with more than 23,000 students and over 16,000 staff from all walks of life and corners of the world.

The University continually explores strategies to attract and retain the best people. It is committed to supporting its staff to achieve their best. We are a fair, diverse and inclusive society and we believe our staff are our greatest asset. There is strong commitment to developing institutional leadership and supporting and encouraging staff development at all levels.

We offer a variety of roles including academic, research, professional, managerial and support roles. We also offer extensive benefits and excellent learning opportunities within a stimulating working environment.

The University's estate is undergoing the most significant transformation in its history. Cambridge has been able to create a science and technology campus to the west of the city centre, and is expanding further to the north west of Cambridge including investing in affordable homes for University key workers and community facilities. Even with our continued development, the University remains within walking or cycling distance across the campus. The University is a major partner on the Cambridge Biomedical Campus and we continue to redevelop our historic city centre sites demonstrating our determination to ensure that we can offer the best facilities and opportunities for our staff and students.



Equality & diversity

The University has built its excellence on the diversity of its staff and student community. We aim to be a leader in fostering equality and inclusion, and in promoting respect and a sense of belonging for all. We encourage applications from all sections of society. All appointments are made on the basis of merit. We have an Equal Opportunities Policy, along with a range of diversity groups, including the Women's Staff Network, Race Equality Network and LGBT+ Staff Network. More details are available here:

<http://www.equality.admin.cam.ac.uk/>

The University has a bronze Race Equality Charter award, with a framework for improving the representation, progression and success of minority ethnic staff and students within higher education. Furthermore, the University's silver Athena swan award recognises and celebrates good practice in recruiting, retaining and promoting gender equality.

Living in Cambridge

Cambridge is rich in cultural diversity. From beautiful University and College buildings, museums and art galleries, quaint gardens and punts on the River Cam, to a vibrant restaurant and café scene, our employees are surrounded by the wonderful features of this unique city.

You can find a wide-range of high street shops and 3 shopping centres, with independent alternatives at the historic market and nestled within the passageways in the city centre. You will find a cinema, bowling alley, a nightclub and various live performances at the Cambridge Leisure Park, with further entertainment options at the Corn Exchange, Arts Theatre and the ADC Theatre. Further information can be found on the Visit Cambridge website.

If you prefer the faster pace of life, London is a 45 minute train journey away. For those travelling from overseas, Stansted Airport is just 45 minutes away and Heathrow Airport under 2 hours away. The University is a short distance from a host of other attractions such as Ely Cathedral, Newmarket Races and various wildlife parks and stately homes. Cambridge is also within easy reach of the beautiful Broads and coastlines of Norfolk and Suffolk.

Relocation Support

The University recognises the importance of helping individuals to move and settle into a new area. We provide support and guidance to those relocating internationally or domestically to take up a post at the University of Cambridge, liaising with other University offices and selected partners to ensure comprehensive relocation support is available. This includes: accommodation, childcare, schools, banking, immigration and transport. If you would like further information, please visit <https://www.accommodation.cam.ac.uk/RelocationService/>. The Shared Equity Scheme and the Reimbursement of Relocation Expenses Scheme provide financial assistance to qualifying new members of staff with the costs of relocating to Cambridge.

Accommodation Service

The University Accommodation Service helps staff, students and visiting scholars who are affiliated to the University in their search for suitable accommodation in Cambridge. The dedicated accommodation team can provide access to a wide range of University-owned furnished and unfurnished properties, and has a database of private sector accommodation available for short and long-term lets. For further information and to register with this free service please visit <https://www.accommodation.cam.ac.uk/>



What Cambridge can offer

We offer a comprehensive reward package to attract, motivate and retain high performing staff at all levels and in all areas of work.

The University offers a wide range of competitive benefits, from family leave entitlement, to shopping and travel discount schemes. Our generous annual leave package contributes to the positive wellbeing of our University employees. Sabbatical leave enables academics to focus on research and scholarship, whilst still maintaining their full salary. The University also has a [career break scheme](#) for academic and academic-related staff, with additional flexible working policies for all other staff.

Pay and benefits

The University salary structure includes automatic service-related pay progression in many of its grades and an annual cost of living increase. In addition to this, employees are rewarded for outstanding contribution through a number of regular pay progression schemes. The University offers attractive pensions schemes for employees, with an additional benefit of a salary exchange arrangement providing tax and national insurance savings.



CAMbens employee benefits

The University offers employees a wide range of competitive benefits, known as CAMbens. CAMbens offers something for everyone across a range of categories, including:

- Financial Benefits, including shopping discounts (both local and national) and a Payroll Giving scheme;
- Relocation and Accommodation Benefits, including relocation assistance and interest-free Rental Deposit Loans;
- Travel Benefits, including Cycle to Work, discounts on train season tickets and interest-free Travel to Work loans;
- Family Friendly and Lifestyle Benefits, including support with childcare and family friendly policies;
- Health and Wellbeing Benefits, including a University Staff Counselling Service, discounts at the University Sports Centre, and other local gyms, and healthcare schemes.



What Cambridge can offer

Family-friendly policies

The University recognises the importance of supporting its staff. We have a range of family-friendly policies to aid employees' work-life balance including a generous maternity, adoption and shared parental leave entitlement of 18 weeks full pay, and paid emergency leave for parents and carers.

Other family-friendly support includes:

Our highly regarded workplace nurseries, a childcare salary exchange scheme and a high quality holiday Playscheme may be available to help support University employees with caring responsibilities (subject to demand and qualifying criteria). Further childcare information can be found here:

<https://www.childcare.admin.cam.ac.uk/>

The Newcomers and Visiting Scholars Group is an organisation within the University run by volunteers whose aim is to help newly arrived wives, husbands, partners and families of Visiting Scholars and members of the University to settle in Cambridge and give them an opportunity to meet local people. The Postdoc Academy supports the postdoctoral community within Cambridge. Further details are available here: <https://www.postdocacademy.cam.ac.uk/>

Your wellbeing

The University's Sport Centre, Counselling Services and Occupational Health are just some of the support services available to University employees to promote their physical and mental wellbeing. The University delivers The Festival of Wellbeing annually, which is a programme of stimulating talks and activities, which aim to promote wellbeing and good mental and physical health. The University also hosts the [Cambridge Festival](#), which is a great opportunity to get your first taste of public engagement, through volunteering, supporting hands-on activities or proposing a talk.

Development opportunities

We support new employees to settle in through various activities as well as supporting their professional and career development on an ongoing basis. Our Personal and Professional Development (PPD) team provide development opportunities for all University employees, including face-to-face sessions, online learning modules and webinars. All employees also have unlimited access to LinkedIn Learning to support their development. Both new and existing employees can undertake funded Apprenticeships, which lead to a range of vocational and professional qualifications. We offer reduced staff fees for University of Cambridge graduate courses and the opportunity to attend lectures and seminars held by University departments and institutions. A range of University training providers also offer specialist learning and development in their own areas e.g. teaching and learning, digital literacy, finance, health and wellbeing, safety.



How to apply

Applications should be submitted online via the University of Cambridge jobs page www.jobs.cam.ac.uk by clicking “Apply online” in the job advert. You will need an email address to register for our online system.

Conversations about flexible working are encouraged at the University of Cambridge. Please feel free to discuss flexibility prior to applying (using the contact information below) or at interview if your application is successful.

Informal enquiries are welcomed and should be directed to:
Natalie Duff Email: nd547@cam.ac.uk

If you have any queries regarding the application process, please contact HR@fitzmuseum.cam.ac.uk.

The closing date for applications: midnight Sunday 23rd February 2025.

The interview date for the role will be: Thursday 6th March 2025.