

Role: Digital Interpretation Manager	Region / Department: Public Engagement & Research
Reports to: Director of Public Engagement & Research	Pay Band: Grade 5 Lower £39,521 - £43,541 pro-rata, per annum
Location: HQ	Type of Contract: Full-time, Permanent
COST CENTRE: 2452	ACTIVITY CODE: IMZ

JOB PURPOSE

The Digital Interpretation Manager is responsible for developing and managing digital interpretation projects for the Trust. Working closely with colleagues they will seize opportunities to create new forms of digital interpretation, at properties and online, connecting with new audiences and deepening access and engagement. They ensure new projects undergo thorough processes for developing and testing to ensure the biggest impact with audiences, technical reliability, and value for money.

KEY RESPONSIBILITIES AND ACCOUNTABILITIES

1. **Innovation.** Lead the development of new digital interpretation projects that connect new audiences with the Trust and the places we care for.
2. **Collaboration.** Work in a collaborative and collegiate manner with colleagues across the Trust, recognising the shared responsibility for delivery of digital interpretation projects between different departments and teams.
3. **Quality.** Ensure all new products are developed and produced to the highest standards for technical quality. Follow industry-standard processes for planning, developing, producing and post-production evaluation.
4. **Audience and user focus.** Ensure all new digital interpretation projects are demonstrably audience and user-focused, and that there they have a meaningful impact on users enabling them to engage with heritage.
5. **Value for money.** Ensure all new digital interpretation projects represent value for money for the Trust, managing the investment of Trust and other resources and making sure impact on users can be measured and valued.
6. **Partnerships and fundraising.** Work in partnership with external funders, developers, universities, and other agencies to leverage funding, expertise, and other resources where possible.
7. **Major projects.** Support NTS colleagues delivering major conservation and engagement projects (e.g the Hill House Project), identifying opportunities for new digital interpretation and providing advice and support in their development and delivery.

REQUIRED QUALIFICATIONS, SKILLS, EXPERIENCE & KNOWLEDGE

Qualifications and Skills

Essential

- The ability to demonstrate creative flair and to put imaginative ideas into practice in terms of digital products.
- Understanding of the technical issues involved in website and digital content design and implementation, with experience of working with web developers.
- Experience of contributing to, but preferably taking the lead in developing, an effective and responsive online content strategy Experience of identifying different audiences, assessing their needs and responding to how they interact with online products.
- Familiarity with data analysis, web analytics and visualisation tools such as Google analytics.
- Excellent demonstrable understanding of the wider digital landscape and the heritage sector.

Desirable

- Degree or postgraduate qualification in relevant area
- An awareness of the current debates in the history, heritage, museums, and cultural sectors
- A commitment to making content that is accessible, inclusive, and representative of the full story of Scotland.
- Understanding of best practice in digital accessibility

Experience

Essential

- Experience of managing the production of digital interpretation or similar educational products.
- Experience of working within large organisations, working collaboratively to achieve results.
- Experience of partnership working with higher education, charitable, or commercial partners.
- Demonstrable and extensive experience of delivering digital resources to time, budget and agreed quality standards.
- Ability to demonstrate a genuine interest and understanding of Scotland's heritage.
- Experiencing of developing and delivering digital interpretation.

Desirable

- Experience working in the Museums, Heritage, Galleries, Arts and Culture sectors, or in communicating the work of experts to the public.
- Experiencing of managing teams delivering digital interpretation
- Experience in sensitively communicating complex and challenging topics.

DIMENSIONS AND SCOPE OF JOB

Scale

Required to work across the whole NTS heritage properties portfolio.

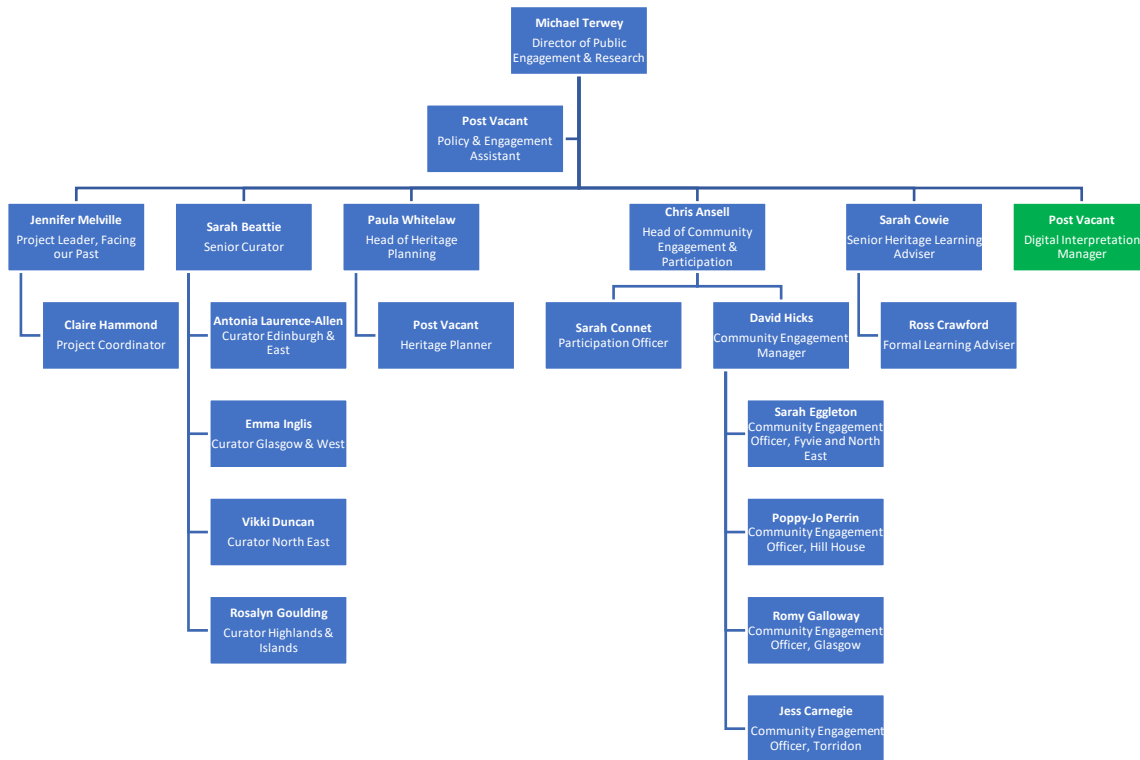
People Management

- Indirect coordination of networks of colleagues across the organisation of up to 60 colleagues.
- Requirement to work in close collaboration with colleagues in PE&R Directorate, Audiences and Support, ICT, Commercial Services, Collections and Heritage Properties

Finance Management

- Revenue budget holder for team, largely salaries, travel, and funds for commissioning additional capacity through freelance and consultancy contracts.
- Project budget holder for relevant projects up to £500,000

Place in organisational structure:



The Purpose, Context, Key Responsibilities, and Person Specification reflect the requirements of the job at the time of issue. The Trust reserves the right to amend these with appropriate consultation and/or request the post-holder to undertake any activities that it believes to be reasonable within the broad scope of the job or his/her general abilities.

Applications

Interested applicants should forward their Curriculum Vitae (CV) or an Application Form to the People Services Department (Applications) by email via workforus@nts.org.uk, by Sunday 18th August 2024

Please ensure your CV includes your full name and contact details, the CV file sent to us should be titled your first initial and surname. When submitting your CV please state the position and job location of the vacancy you are applying for in the subject title or body of your email: For example "Gardener - Culzean" Interviews are likely to be held in Edinburgh w/c 2nd September 2024.