



JOB DESCRIPTION

Directorate: Tyne & Wear Archives & Museums

Division: Programmes and Collections

Post Title: Digital Producer

Evaluation: Points: 513 **Grade:** N07

Responsible to: Principal Officer - Communications

Responsible for: Staff as allocated

Job Purpose: Provide leadership and management to deliver dynamic data driven digital approaches across TWAM in order to maximise high quality audience engagement with collections, exhibitions and programme activity.

Main Duties: The following is typical of the duties the post holder will be expected to perform. It is not necessarily exhaustive and other duties of a similar nature and level may be required from time to time.

1. Lead on the continued development and delivery of the TWAM digital policy and workplan. This will include:
 - Developing engaging and authentic experiences both online and in venues which will create richer interactions with audiences.
 - Initiating and overseeing the delivery of collaborative digital projects.
 - Engaging creative practitioners with our collections to develop new digital programmes for audiences.
 - Monitoring and evaluating all activities carried out using appropriate frameworks
2. Provide advice and guidance to staff on digital issues and develop and deliver training and engagement interventions independently and in collaboration with others for colleagues which develop skills and increase digital literacy to inspire creative programming.
3. Keep abreast of current research, government policy and legislation in relevant specialist area to contribute to best practice.

4. Develop and maintain positive and collaborative relationships with other teams across TWAM and relevant external stakeholders, regionally, nationally and internationally, in particular businesses, universities and cultural partners.
5. Attend and speak at conferences and support/engage with relevant networks to reinforce TWAM's reputation as an innovative digital leader.
6. Manage budgets and resources in accordance with TWAM policy and practice, and to seek to develop income through digital engagement and work with colleagues to secure external funding for digital initiatives.
7. Contribute to the production of reports, executive summaries, briefing papers and documents for senior officers, staff, members, commercial providers, stakeholders and partner organisations
8. Assist in maintaining a healthy, safe and secure environment and to act in accordance with the Council's policies and procedures.
9. Promote and implement the Council's Equality Policy in all aspects of employment and service delivery.