

## Job Description

**JOB TITLE: Digital Transformation Manager**

**HOURS: 4 - 5 days with some flexibility**

**One-year fixed term contract**

**SALARY: £35 - £38K FTE (pro rata)**

**LOCATION: JW3, London NW3**

**REPORTING TO: Director of Programming**

**ANNUAL LEAVE: 20 days plus bank holidays and Jewish holidays (pro rata)**

### ABOUT JW3

JW3 is a non-profit Jewish Community Centre and arts venue based in London NW3, open to all regardless of race, religion, belief, gender, sexuality, ability or age. We are a registered charity and a company limited by guarantee. We opened our doors in October 2013 and currently receive over 200,000 visits each year to our purpose built centre that houses a Cinema, Restaurant, Bar, Café, Nursery, and over a dozen spaces where a year-round programme of over 6,000 activities takes place, including adult education, language classes, theatre, music performances, youth programmes, after-school activities, food & drink workshops and demonstrations, parties, 'big name' talks and debates, films, family programmes and more.

In the past 12 months JW3 went from being a purely in-person operation to engaging tens of thousands of people remotely. As we return to in-person activity we are committed to continuing to serve audiences online.

*Our Vision is to be at the heart of a vibrant, diverse, unified British-Jewish community, inspired by and engaged with Jewish arts, culture, learning and life. We aim to achieve this by...*

- ...creating outstanding events, activities, classes and courses – the diversity of which reflects the diversity of our community;
- ...offering multiple entry points into Jewish life, culture and community for the widest possible range of people regardless of age, background or belief;
- ...increasing the quality, variety and volume of Jewish conversation in London and beyond.

### OVERVIEW OF ROLE

To work within the Programming Team to improve the digital element of our offer and achieve a step-change in our ability to make our impact and achieve our mission remotely. To influence, demonstrate, collaborate and improve the ability of each individual Programmer to ensure the entire team learns and grows together to create superb and innovative work that serves our mission.

Working closely with the team, you will ensure that the JW3 online programme both engages our core audiences as well as broadening our reach to new audiences through digital platforms. This is a hands-on role where you will use digital innovation to elevate our programmes but above all bring others on a journey so that they can do so too.

The Digital Programming Lead will understand the wider potential for audience service and growth on digital platforms and build effective strategies for the future in a cost-effective and sustainable way.

### SPECIFIC RESPONSIBILITIES & DUTIES

- To work with each member of the JW3 Programming Team to improve the digital element of their offer – asking, what is the best way to achieve our aims with each event?
- To work with the three Programming teams (Adult Education, Arts & Culture and Communities) on the strategic development of their online audiences and digital offer – how to build on success and plan experiments through the course of a year.
- To work with the Director of Programming to develop the overall strategy for annual and long-term content and audience development online, which will be reviewed and balanced with in-person engagement to allocate resource and set departmental priorities.
- To assess the team, and design and facilitate or identify and arrange a programme of training to increase knowledge, skills and ability across the team so that programmers are increasingly able to make good choices independently.
- To create an agreed number of successful digital events and programmes, which will also serve as learning examples and case studies for the organisation.
- To support programmers to use data to understand their audiences and improve their work.
- To constantly review audience data and make recommendations based on their interpretation
- To document and improve systems and processes to streamline and automate programme management.
- To take a solution-oriented approach and quickly prioritize and oversee production of relevant content in response to unexpected situations and circumstances, as necessary
- The role will require work outside of a standard working day
- Other duties as reasonably assigned by Director of Programming or CEO.

### REVIEW ARRANGEMENTS:

This job information is not all encompassing and over time that the emphasis of the job may change without changing the general character of the job or the level of duties and responsibilities entailed. Consequently, this will be periodically reviewed and updated in consultation with the post holder to reflect appropriate changes.

## **PERSON SPECIFICATION**

*All staff must wholeheartedly buy into JW3's mission, values and guiding principles. A belief in the importance of inclusivity and working cross-communally, and a commitment to delivering high quality activities, arts and culture, and community-building in a Jewish centre is critical.*

### **1. Essential Skills, Knowledge and Experience**

- Demonstrable experience of planning and running successful online activities, programmes or events in an arts, cultural or communal context
- Demonstrable experience of advancing organisational culture and capacity in terms of digital
- Experience of delivering successful digital innovation solutions
- Experience of rapidly responding to events and creating relevant content
- Demonstrable, up to date knowledge of trends and best practice in the cultural sector
- Experience of training, teaching and/or coaching, and the ability to bring a team on a journey
- Demonstrable experience of engaging with users, turning user insight into real actions and solutions
- Excellent teamwork skills
- Experience working with online programming platforms, collaboration tools and online communities

### **2. Desirable Skills, Knowledge & Experience**

- Experience managing external relationships and commissioning
- Experience with user-centred design methodologies to develop products and services
- Experience of leading and supporting project teams with a diverse range of skills and levels
- Experience using data collection methods such as user interviews, observations, experiments, A/B testing, surveys and analytics
- Experience working in the Arts & Culture and/or community sector

## **PERSONAL QUALITIES**

We are looking for someone who:

- Shows commitment to furthering JW3's vision and goals.
- Is articulate, dynamic, patient and friendly
- Is more interested in collective growth and success than individual achievement
- Is willing to work outside their regular hours where necessary to suit a busy Community Centre operating outside office hours by design
- Has a natural ability to effectively work in teams and form positive relationships.
- Has passion, drive, commitment and integrity.